

The business letter should aim at something positive and not negative so that attention of the reader is not deflected, but positively fixed on one definite purpose. There must be a news interest in every business letter. Argumentation should be avoided, no attempt be made to appear dignified. Eloquently worded or phrased sentences have no place in a business letter.

Yet the writer must be careful to avoid levity as well. There should be no slang. Never quarrel by letter. Never write angry, harsh words. Express no bad temper, for a written letter remains a permanent evidence of an incident which you would like to forget in cooler moments. Our advice is never write a letter in a ruffled temper. A letter must be pleasant to read, the reader must be made to enjoy reading a letter, and no irritated man can write a pleasant effective letter.

THINK OF THE EFFECT

In a business letter there should be no scolding, no sarcasm, no peevishness. The writer should first and last think of the effect his letter will produce on the reader—and must say what will be useful.

In writing to a customer always consider of what he is worth to your firm. Even if he is wrong do not try to prove it in a letter.

MERCANTILE & MAIL ORDER LETTERS & METHODS

*A practical treatise on the up-to-date
methods of producing trade-winning
letters of every description, together
with a very large number of model
letters and illustrations from expert
writers; and a thorough exposition
of the secret of mail-order success.*



K. M. BANERJEE.

INDUSTRY PUBLISHERS LTD.,

Keshub Bhaban

22, R. G. KAR ROAD, SHAMBAZAR, CALCUTTA.

1943

All Rights Reserved

BY THE SAME AUTHOR

**FOUNDATIONS OF A
SUCCESSFUL CAREER**

A Book of Inspiration & Encouragement to
all who are struggling for Self Elevation
With an Introduction

By Mr. NALINI RANJAN SARKER,
Nicely printed Cloth Bound Price Rs. 4.

**NEW CUSTOMERS :
How To Create, How To Hold**

In a competitive market, new Customers are
the life blood of trade. The book is packed with
ideas giving directions how to create, secure and
hold new customers and develop sales in a new
way

Price Rs. 2 R.

**WIDE - WORLD
ENGLISH CORRESPONDENCE**

The complete book on letter writing a com-
prehensive guide to the art of correspondence
which makes letter writing a delight to readers
and writers. The experience of a quarter of a
century of the people's need is behind the book

Price Rs. 2 12

MONEY - MAKING BY THE MAIL

Unfolds secrets of mail order trade and
stimulates the knowledge of turning unemployed
moments into ready money. An invaluable
guide to men of ambition, energy and a spirit
of enterprise

Price Rs. 2-8.

BUSINESS EFFICIENCY

Gives clue to profit-earning methods of
business management and principles of modern
business organisation.

Price Rs. 2-0

FOREWORD TO THE FIRST EDITION.

What I have to write in the Foreword has all been written in the body of the Book. I have only to add that the underlying object in the following pages, is the revelation of the mighty force within you—within every man—the faith in one's ability—which alone can give one command over the aspirations of the heart—position, power, wealth

Ideas are not miracles, and getting on in this world of to-day is not a terribly impossible task after all. The glorious new day called to-morrow is always brimful of the thrill they call opportunity. You require only faith in yourself to grasp it and turn it to your service. It is always there to serve you.

This culture of self-confidence is the new idea of to-day. Start afresh if you want to achieve bigger, better, brighter things. Leave the mistaken, the fallen, the darkening ideas of yesterday, come into the light of the glorious new understanding and let the mist of your past errors fade away.

Self-confidence determines itself into self-expression, self-assertion. You must have the ability to declare yourself at the right time and right place, tell the world about what you have

in you with the confidence of being heard, of being rightfully recognised and also—rewarded. Indeed the one great secret of success in life is the ability to express oneself by the word of mouth or by the written word. It is a great power, a new power and when you achieve it you have destiny right in your grasp. The fault of your failure is not in your stars—no, it is in yourself, if you be negligent. Yet this great power can be yours. Yes, yours! and the secret is laid bare in the following pages.

They teach you to express what is best in yourself, to transfer your ideas to where you cannot otherwise influence, to enable you to extend your personality, your will, your wishes and desires to thousands of people through written letters. The secrets of winning correspondence and salesmanship by mail are all revealed to you in the following immensely interesting pages which give you in addition a winning personality through the ability to express yourself by letters.

They tell you how to make up the other man's mind, how to attract him, how to interest him, how to convince him, how to hold his interest until the end, how to appeal to every type of mind, every point of view, every emotion, ambition, need, how to write successful sales letters by all the winning methods, how to write merchandising, advertising, soliciting, service and collection letters of all kinds, how to handle

routine correspondence—order, complaint and adjustment letters, letters of inquiry, contract and credit letters

They tell you how to be rid of all the old hackneyed forms of letter writing and use the new ones that Get Action, how to build up any business by mail, how to write trade winning friend making, inspiring letters of every description, how to type your letter so that it attracts and pleases, how to keep mailing lists up-to-date

In addition numerous examples of successful mail order and mercantile letters collected from master writers all the world over present endless new word pictures that give you a broader vocabulary, uncommon phrases of faith and power, warm, winning, human arguments adaptable in a thousand ways, rich flashes that put life and lure into your letters

The illustrations present a gold mine of ideas from which you get a new education in the laws of suggestion, the acts of persuasion the direct methods of creating the buying desire

The author is solicitous of the views of the readers and their sincere criticism with a view to improve the ideas formulated in these pages and make them more serviceable in the next edition. Literature like this is rather a new conception in this country and collection of popular ideas should

be a necessary equipment in developing and enlarging it

FOR THE THIRD EDITION

Since 1925 when the first edition of the book was presented to the public the years have emphasised the value of ability to write winning letters. Correspondence has become a function of business which in itself has become a separate organisation. Business is more dependent than ever upon effective communication and hence it now a days lays so much stress upon force, clarity and accuracy of its correspondence. More than that the efforts of the correspondents have to be directed towards making every letter further the general aims of the business.

The present edition of the book embodies extensive revision in the light of present experience and a section consisting of three chapters on 'Making Letters Effective' has been inserted which it is hoped will enhance the usefulness of the volume.

FOR THE FOURTH AND FIFTH EDITION

An extensive revision of the book has been carried out in the present edition and a few letters have been added to the volume.

The author will accept with thanks any suggestions from the reader to further enlarge the scope of the book and enhance its usefulness as a guide to writing letters that will bring business.

The fifth edition is reprint of the fourth edition with minor corrections only.

TABLE OF CONTENTS

PART I.—REQUIREMENT OF A MODERN LETTER^R.

Chapter I.—The Scope of a Business Letter	—	3
- Introductory—What a letter should aim at—You must not forget Reader's needs —Talking to the point—A clear and logical statement—Be polite—A congenial letter —First impression—Important rules.		
Chapter II.—Technicalities of a Letter	—	10
Physical appearance—Stationery—System of typing—Hints to the Typist.		
Chapter III.—General Form of the Letter	—	18
Framework of a Letter—A Typical Letter —Body of the Letter—Notable items— —Signature—Envelope—Forms of Address —Another Typical Letter—General Hints.		

PART II. BUILDING UP THE LETTER.

Chapter I.—Subject Matter	—	33
Appealing to the intellect—Value of Brevity—Clear Statement of motive—Viewing reader's interest—Reason of approach —Description and argument—Tone and Tact—Conclusion—Modification of an ideal letter.		
Chapter II.—Arrangement	—	44
Standard method—Presentation of the proposition—Opening lines—Proposition—Argument—Persuasion—Closing—Conclusion.		
Chapter III.—Characteristics of a Model Letter	—	60
General Characteristics—Originality—Tact and judgment—Adaptability—Tone—Force—Suspended interest.		

PART III GENERAL CLASSIFICATION OF LETTERS

Chapter I.—Four Classes	71
Form or Routine Letters—Order Pre- curing Letters—Collection Letters—Agency Letters.	
Chapter II.—Form or Routine Letters	72
Orders and answers to orders—Refer- ence to Catalogue—Itemising the Goods ordered—Description of Goods—Method or date of delivery—Remittances or Ex- closures—Miscellaneous—Order Blank— Answers to Order Letters—Promptness in Reply—Simple acknowledgment—Date of Delivery—Failure to Supply—Errors in Order Letters—The Form—Remittances— Mode of Adapting—The Closure	
Chapter III.—Enquiry Letters and their Answers	84
Purpose these serve—Classifications— Letters Leading to Purchases—Letters Asking Favours, etc.—Letters for Re- commendations—Letters for references— Applying for employment—Letters of introduction.	
Chapter IV.—Complaint Letters and their Adjustment	96
Need for complaints—Principles to be followed—Grounds of complaint—The Points—Adjustment.	
Chapter V.—Building Goodwill through Routine Letters	108
Efficacy of Routine Letters—Sale- promoting Ideas in Routine Letters—Fa- vourable Impression—Spirit of Real Service—Confidence Winning Letters	

PART IV MAIL ORDER BUSINESS

Chapter I.—Mail Order Business	115
What it is—Selection of Articles to Sell —Advantages of Mail Order Business.	

Chapter II.—Mail Order Salesmanship — —	117
What is Salesmanship—Equipments for a Salesman—Functions of Mail Order Salesman—Hints for Mail Order Salesmanship	
Chapter III.—Suitable Business — —	121
Selection of Business Line—Articles Suitable for Mail Order Business—Nature of Articles for sale by Mail	
Chapter IV.—Publicity — — —	124
Object of Publicity—General Publicity—Direct Publicity	
Chapter V.—Advertising in the Press — —	125
How to Advertise—Stimulate Curiosity—Keying Advertisement	
Chapter VI.—Direct Advertising by Post — —	122
Telling Letters—Continuous Campaign—Practical Planning—Write Differently to Different Interests	
Chapter VII.—Catalogue — — —	137
How to Plan—Presentation—Illustration—Statement of Policy—General Appearance—Necessity of Grouping—Details about size Weights, etc.	
Chapter VIII.—Mailing List — — —	143
How to Start—A Little Self examination—Start a card index—Sources of names—New kinds of classification—Trying new markets—Concentrating Your List—Keeping Your List up-to-date.	
PART V MAKING LETTERS EFFECTIVE.	
Chapter I.—Effective Letters — — —	159
Avoid Careless Writing—Making Letters Productive—Easy Style—Be Positive—Think of the effect—Be tactful—Ten Characteristics of an effective Letter—A Model Letter	

Chapter II.—Fundamentals of a Letter —	165
Holding Reader's Mind—Success Consciousness—Know what to say—How to begin—Conclusion—Complaint Letters—Answering Complaint Letters	

Chapter III.—Common Faults of a Business Letter —	170
An ill-written Letter—How to improve it—Another ineffective Letter—How to improve it—Some Common Faults	

PART VI. GENERAL CLASSIFICATION OF LETTERS

Chapter I.—Procuring Orders —	177
Inanimate Salesman—Study of Articles needed—Arrangements—Introduction of Sales Letters—Development—By Description—By Allurement—By Explanation—By Argument—By Narration—Conclusion.	

Chapter II.—Selling Service —	186
Two Broad Sub-divisions—Points in Service Letters—Developing the Points—Typical Illustrations—A Dentist's Circular—A Collector's Plan—A Writer's Service—Checking the Loss—Insurance Policies—Developing Arguments—The All important Problem—Selling Properties—Investment Letter	

Chapter III.—Forcing Future Business —	200
A regular campaign—Offer of samples—Offer of premiums—Invitation to take a jny ride	

Chapter IV.—Securing Testimonials —	204
Utility of Testimonials—Plan a series	

Chapter V.—Follow up —	208
Utility of Follow up Letters—Arrange a well-planned Series—Planning the First Letter—Present a new view	

PART VII. BROADENING THE BUSINESS

Chapter I.—Organisation of Agents	—	—	219
Need of Agency Letters—Application for Agency—Duties of a would be Agent—Application for Agency—Another Form.			
Chapter II.—Principal to Agents	—	—	225
Inspiring the Agents—Letters Offering Agency—Reply to Agency Application—Letter Refusing Exclusive Agency—Letters to Firms Seeking Agency Business—Educating the Agent.			
Chapter III.—Educating the Agents	—	—	231
By Letters—Letters to Prospective Agents—Letters to create enthusiasm—Letters to speed up sales—Letters of criticism—Introduction of new goods.			
Chapter IV.—Letters to Dealers	—	—	236
Message of new Business—A Typical Letter—Another Form.			

PART VIII.—COLLECTION OF MONEY

Chapter I.—The Creditor and the Debtor	—	—	239
Scope of Collection Letters—A Typical Example—Help Common understanding—Tone of the Letter—A Typical Letter			
Chapter II.—Follow Ups in Collection	—	—	244
A Few Hints—Letters to Delinquent Patrons—Request Explanation—Suggest ways of Assistance—Appeal to Pride and Justice—State inevitable Outcome of Delay—Give formal notice of Legal action.			
Chapter III.—Collection Agency	—	—	251
A series of Collection Letters—Follow up No 1—Follow-up No 2—Follow up No 3—Another series of Letter—The first Letter—Another Form of the First Letter—Follow-up No 1—Follow-up No 2—Follow up No 3—Follow up No. 4—Follow up No. 5—Follow-up No. 6—Follow up No 7			

PART IX. MODEL LETTERS

	PAGE		PAGE
An Expression of Thanks -	261	Seeking special student	294
A Letter Complaining Neglect -	261	Weeklies seeking advertisement -	295
Manufacturer Approaching Wholesale Buyers -	263	Cigar Manufacturer Seeking Customers -	296
Manufacturer Seeking Representation -	264	Trade increasing letter to customers -	297
Wholesaler Approaching the Manufacturer	266	Buying direct is a better habit -	298
Forwarding Agent Approaching Importer -	267	Remedy for Liver Stomach and Bowels Troubles -	299
Buying Agent describing his Capacity	268	Adjustable Bed rest for the injured -	300
Foreign Agent Offering Special Advantage -	269	Follow up letter on the bed rest -	301
Seeking Reference	270	A Tyre Letter Announcing new line -	302
Pleading no Catalogue	271	Offering a discount and a free trial -	303
Stationer Supplies Samples -	272	The Follow up Policy	305
Offers New Lines -	274	Eliminating Letters -	306
Describing New Specialties -	275	Proving that a good audit is a valuable asset -	307
Economic Office Planning -	276	Applying for position as Salesman -	308
Selling Underwear -	277	Collector asserts his ability to get result	309
Offering a Country Produce for Sale	278	Arguing value of advertising service -	310
Offering Raw Goods with Terms -	279	Applying for a position as organising executive -	311
Produce Merchant Replying the Enquiry	282	Soliciting an order to write Business Letters -	312
Produce Merchant Criticising Market -	285	Application for a Stenographic Position -	313
Produce Merchant Suggesting	286	Applying for a position as Correspondent -	314
Consignment of Goods	289		
Printers Seeking Business -	291		
Pharmacist sending out circular	293		

	PAGE.		PAGE.
Original design and fine craftsmanship	315	Offering dealer exclusive agency in Rain coats	324
Getting in touch with a new customer	316	Sending catalogue of Infants' wear	325
Winning back a negligent customer	317	An account once begun keeps growing	327
Soliciting pupils for a Business College	318	Destitute Home seeking help	329
A book that builds new Backbones	320	Start with a result	330
Intimating special issue of a magazine	321	Offering Reduction of Premium for a Correspondence Course	331
Seeking renewal of magazine subscription	322	Inducing a Student to Enroll	332
		Free Gift of a Souvenir	333

PART I.

**Mercantile and Mail Order
Letters and Methods.**

REQUIREMENTS OF A MODERN LETTER

CONTENTS FOR PART I

CHAPTER I — Scope of a Business Letter

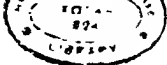
Introductory—Its Aim—You must not Forget Reader's Needs—Talking to the Point—A Clear and Logical Statement—Be Polite—A Congenial Letter—First Impression—Important Rules

CHAPTER II — Technicalities of a Letter

Physical Appearance—Stationery—System of Typing—Hints to the Typists

CHAPTER III — General Form of a Letter

Framework of a Letter—A Typical Letter—Body of the Letter—Notable Items—Signature—Addressing the Envelope—Forms of Address—Another Typical Letter—General Hints



CHAPTER I.

SCOPE OF A BUSINESS LETTER.

INTRODUCTORY.

WE need not sing of the usefulness of a good business letter—a letter that effects heavy sales and increases profit. Every businessman understands this—now that he knows he cannot have his trade confined to his shop windows or the city gates like his predecessors. The trade zone has expanded with the expansion of locomotion and competition is keener than ever; no trader now-a-days with an eye to success can leave out distant customers and not explore them.

A businessman in order to expand his sales must have to talk to distant customers, and create an impression in them of the worth of his solicitation; he must create in them a desire for possession of what he has to offer, and by a slow process must have their sense of gain, economy or well-being incited.

Until recently, and even to the present day, the practice is to send out representatives—the commercial travellers—for getting distant trade. But the method is costly; and moreover what the travelling salesman would take months to do good letters can do in a day. Your old customers can be talked to through

the type written lines, as also new ones secured. Fresh lines of goods can be introduced possibly much in advance of your competitors' remittances brought in collections made. You can make the people buy and also make them pay. You can adjust differences, correct mis-understanding and remove ill feeling in a single day through your letters, while travelers may take days or weeks, by which time your competitor may have taken advantage of your delay. Business letters are no less active than efficient salesmen; yet in effecting sales or removing misunderstanding among customers they are frequently speedier and more effective.

There are few things in business more difficult than the writing of effective letters. Yet without even thinking what a good letter can accomplish we write it carelessly and clumsily. Letter writing has come to hold the position of an exact science—it is so important to business that it ought to become a separate profession. It is as important and as technical as accountancy or costing is in successful business. It should be learned as we learn voice production. It does not come to any one by instinct or inspiration.

WHAT A LETTER SHOULD AIM AT

What a good letter should accomplish? A good letter practically is a substitute of a good salesman. It carries a message and helps to

create new business and new reputation for the firm it represents. It is a silent messenger, yet it talks to the reader at the time when he is best prepared to receive the message and instils in him as he proceeds on the writer's ideas exactly in a way to incite him to action.

A good letter like a genial traveller not a formal and cold individual—when it comes in everyday informal language the language of the heart—kindles enthusiasm which opens the way for your goods or your service into an extensive untried market.

A good letter is intended to make more profit by leading the firm to get in touch with more people. It will enable you to sell goods and services in an ever widening market and will help you to secure new customers and win lost ones open out new markets for the travellers and stimulate dealers. It creates goodwill and establishes confidence. It adjusts speedily and gracefully complaints and collects bad debts. It is the warm winning human letter that never fails to receive best attention—the convincing attention.

YOU MUST NOT FORGET READER'S NEEDS

When writing a letter you must not forget your reader's convenience. You must see things from his point—what will be acceptable to his convenience. View them from his angle consider his self interest.

You must put in the letter what your reader needs to know—not what you desire to let him know

Tell him how your lines will interest him—not why you are interested to tell him about it

Describe the advantages he will secure in your proposition—not your capacity to put it to him

Show him how it is for his welfare if you write to settle an account—not why you require or insist on prompt payment

Humour the self interest that is natural in the man—this is the shortest route to successful pleading

TALKING TO THE POINT

Do not try to force your readers through unnecessary preliminaries or introduction. Begin with the actual fact that the reader wishes to know so that his attention may be gripped right at the start. It focuses his mind on your object or mission because it brings him right to it.

Your letter must forcefully and convincingly convey the exact idea you have in your mind. You can weave out words and sentences but what is required is to create an impulse in your reader to work up to your ideas. And unless your letter conveys ideas strong enough to produce action the letter is a failure.

Your details must be accurate and your suggestions definite. There must be no uncertain "ifs," no wavering guesswork. Take no chance, for your reader may be better informed.

Study your subject accurately, then give an accurate story—exact and comprehensive. Do not overstate your proposition in your selling enthusiasm, for it may lead to misunderstanding and consequent loss of business.

A CLEAR AND LOGICAL STATEMENT.

Make your information always complete and do not leave anything to the reader to guess, always think what the reader should know and give that out completely. Never imagine that your reader may have some knowledge of your subject—for he may not have, and in a hurry he may miss your point.

Carry your reader from point to point as you develop your story. Move in a regular gradual order—not crowd your sentences with undeveloped ideas. Remember you have to build up conviction and to do that you have to develop your theme point by point—evolving each thought out of the preceding thought in a logical order until the whole becomes one big idea.

Use short sentences and brief paragraphs. Join them in the order that your idea is carried through them in better, bigger and bolder relief—never lose grip on your reader's attention.

BE POLITE

Politeness is always winning—a polite letter scarcely fails to get a hearing. Politeness is the clothing of a letter and you cannot take too much time to make your letter polite. Even when you have something harsh to tell your reader, he will not resent your letter, if it is polite. Or if your reader is busy, he will not fail to devote due time to your correspondence if it is garbed in courteousness. He can not thrust a courteous letter aside carelessly, but becomes somehow sympathetic towards its contents. He will thus react your attitude and be influenced just as he is desired.

—
A CONGENIAL LETTER

To make a letter congenial yet forcefully original—you must not forget to put original ideas cutting out the old worn out conventional phrases and words. Your letter must not “advise” that “your esteemed favour” is “to hand.” It should never “beg to state.” It is a pleasure to read an original tone, a personal appeal without unencouraging worn out wordy obstructions. Hackneyed words or phrases of yesterday cannot have the strength of originality and tone of sincere forcefulness.

Also your letter must suit the reader. Try to understand from his correspondence something about his environment and preferences and do not fail to make your choice of words and line of argument according to them.

FIRST IMPRESSION

Above all, see that the first impression created by your letter enkindles interest. A perfect, winning appearance never compensates lack of brain, yet appearance secures the first hearing and when this is gained brain in the letter develops business. You must have no careless typing, untidy stationery, ungrammatical sentences or wrong spelling.

IMPORTANT RULES

Thus we come to the following important rules which must not be lost sight of —

- (1) *Discard formality and be genial and frank*
- (2) *Never forget the reader's convenience*
- (3) *Be brief, but make your details accurate and don't overstate them*
- (4) *Leave nothing to your reader to guess, always be complete and clear*
- (5) *Be cordial and polite always*
- (6) *Leave off hackneyed words and phrases be original*
- (7) *Make your statement in logical order*
- (8) *Cultivate the conversational style*
- (9) *Never be untidy or careless —*

CHAPTER II

TECHNICALITIES OF A LETTER

PHYSICAL APPEARANCE

THIS chapter is written for those who are habitually untidy. Even if you are careless in your dress and manner, you cannot depreciate the importance of the physical appearance of a business letter. The status of a writer counts in every business proposition and a distant customer judges of the status by the stationery he receives. The first impression of the status of the writer created by the letter he receives is sometimes the impelling force in the reader to regard its contents in favourable or unfavourable light. The physical appearance of a letter comprises —

- 1 Stationery used
- 2 System of typing
- 3 General form of the letter
- 4 Arrangement of the body of the letter
- 5 Address on the envelope

STATIONERY

No general rule can be given as to the selection of stationery—except that whatever letter paper is used it must be suggestive of dignity and elegance of the firm of the writer.

Good white bond paper is the general quality, although the coloured bond is the fashion with some traders or for departmental selection.

Two sizes of letter papers are generally in use. The standard size for ordinary correspondence is the quarter size sheet of $8\frac{1}{2}$ by 11 inches. The other is the half size—a sheet of $5\frac{1}{2}$ by $8\frac{1}{2}$ inches, generally known as the half sheet. The latter is frequently employed for the sake of economy in writing small letters especially in every day routine correspondence.

Another size which is generally known as the two-fold is a sheet of $7\frac{1}{2}$ by $10\frac{1}{2}$ inches which has become a substitute for the standard size and is frequently used by business firms for writing ordinary, but not very short, letters.

A sheet of four pages are scarcely used in business correspondence, except on special occasions such as openings, or ceremonials etc., when the letter breathes the character of social correspondence.

All business firms or respectable persons have their own letter heads which may be either printed engraved embossed, lithographed or photogravured. Address, cable address, telephone number, nature of business conducted, should also appear in their due positions. Branch offices bank references may also be pointed out. Illustrations of factories, names of principal workers form also

a part of the letter head The following is an illustration which may be modified to suit circumstances —

Illustration No 1

Phone No 508

Cable Address—Dot Washington

INTERNATIONAL NEWS BUREAU

EVANS BUILDING

WASHINGTON, D C

August, 31, 1941

Envelopes, ribbons, pins, etc., should all be of good quality to match the paper used

SYSTEM OF TYPING

A decently type written letter never fails to entice the readers to go through the entire portion Ability to write in simple and pleasing style counts for nothing unless the whole is couched in a neat legible form Now a days it has grown into a universal custom with the businessmen to send out type written letters partly because of the ease with which the whole matter can be read and partly because of the feeling created by it in the reader of the respectability of the firm and that special attention has been accorded to him with reference to the subject

The first point to be remembered in type writing letters—so commonly left on the background in the curriculum of the type writing

institutions—is the proper arrangement of the heading. In printed letters the name of the writer appears at the left hand corner and address at the right hand corner with space left for filling in the date line. When the letter paper is without printed letter heading, the address of the sender and the date of despatch should be put clearly at the top of the page.

Three different ways of arranging the heading are in vogue. In the first sort of arrangement, it is customary to pose the heading in the right hand corner. But in no circumstances should it begin farther to the left than the centre of the page and extend beyond the right hand margin. If short, the address and date may be grouped in one line or they may occupy two or three lines. Each line should begin on a new margin with the difference of five indentations or less. This fits the letter better as the initial letters in the succeeding lines present a uniformly slanting position. In cases where more than one line is occupied, the date invariably should be on a separate line.

The second method is of recent development specially in U. S. A. and is followed widely for the graceful look it imparts to the letter. It is similar to the previous arrangements except that all the lines commence on the same margin. The third practice is to place the heading at the centre of the page.

Examples of three methods of arranging the heading appear below —

Illustration No 2

1ST METHOD

Calcutta 2nd May, 1935

22, Shambazar Bridge Road,
Shambazar, Calcutta
May 2, 1935,

Illustration No 3

2ND METHOD

22, Shambazar Bridge Road,
Shambazar, Calcutta,
May 2, 1935

Illustration No 4

3RD METHOD

Shambazar, Calcutta
May 2, 1935

Another minor detail which also forms an important factor in ideal typing can be condensed in one general rule, *viz* abbreviations of all kinds should be avoided as much as possible. It is not businesslike to designate the months by figures, as many are prone to do. These minor points indicate rather carelessness which can be easily remedied. It is however permissible to use such abbreviations *e g* Dec for December, etc, but no such abbreviations for March, May, June and July are allowed. In writing out dates also the

suffixes *st*, *th*, *d*, etc., may be omitted the custom being now out of date

When printed letter heads are used the date should be placed two spaces below the heading and two spaces above the reader's address. The body of the letter should be as nearly as possible at the centre of the page.

With proper margins left proportionately to the size of the letter the message is made to stand out clearly before the reader and thus to secure better attention. A margin of one inch at the left is what is most commonly followed, though it depends upon the size of the letter paper. Enough space should always be left at the top and bottom. The margin on the right hand side should also be as even as possible. Every new paragraph should also commence with a new margin to draw attention. The paragraphs are generally indented five spaces or ten spaces or more, but always the same procedure should be kept in view.

Next comes the problem of spacing. Though double spaced letters are often easy to read single spaced type writing is often followed partly because of the comely appearance it lends due to its composite nature and partly because the paragraphs may be separated from each other by double spacing. When a long letter is to be typed, instead of typing in two pages, condense the whole in a single page by single spacing the matter. If more

than one sheet is necessary, plain paper sheet without the letter head is taken and a page mark is placed at the top in the centre. The initials of the recipient may be put at the left hand corner to facilitate identification, if the sheets get separated. When the second sheet is printed the following may serve as illustration

Illustration No 5

To	SHEET
----	-------

Carbon copies should not be made except for keeping copies

The name and address of the addressee is placed at the left hand side with proper margin. As in the case of heading the address may be arranged in indented form or may be lined up as before. Single spacing the lines is of common use even though the main body is double spaced.

HINTS TO THE TYPIST

The typist must never be an untidy man and as upon the sense of decency of the typist in arranging the letters that pass through the machine depends much of the respectability of the firm the following rules should be carefully studied by him

(1) Always make the arrangement of a letter or an address upon an envelope attrac

tive Remember your employer depends upon you for these things

(2) Have a thorough working knowledge of the proper title abbreviations commercial expressions and technical terms of business in which you are engaged

(3) Take good care of all the enclosures and remittances that are sent with your letters

(4) Be able to edit intelligently any printed and type written material that passes through your hand

(5) Learn to take care of your typewriter, to change a ribbon or match it for filling in form letters

(6) Study the methods of billing making out invoices, statements sales accounts receipts, drafts and other financial and legal papers

(7) Accustom yourself to the filing system

CHAPTER III

GENERAL FORM OF A LETTER

FRAMEWORK OF A LETTER

THE business letter mainly consists of the following parts —

(1) The heading including the address of the writer and date of writing

(2) Introduction including the name and address of addressee and salutations such as Sir Dear Sir Sirs Gentlemen Dear Mr ——— Dear Dr ——— My dear Mr ——— etc according to the intimacy of the writer with the addressee

(3) Body of the letter

(4) Conclusion including complimentary close such as yours truly yours faithfully truly yours etc

(5) Signature

These parts are all so generally known that all except the body of the letter may be passed over

A TYPICAL LETTER

Below is given a complete letter illustrating all these parts from which the reader will know how a letter should be arranged. The illustration shows how the letter heading should be arranged

Illustration No 6

MOTICHAND & CO.,

Diamond Merchants, Watchmakers & Jewellers

- (1)
- Telegraphic Address*

"MOTI" Calcutta

CHOWRINGHEE

Codes Used

Calcutta August 10 1935

"A. B. C." 4th & 5th, Edition

- (2) Mr A. Narasimha Iyer,
-
- Amratala Street,
-
- Calcutta.



Dear Sir,

- (3) Which do you prefer—CASH or CREDIT?
-
- There is pride in both!

It is nice to know that you always pay CASH for every purchase, but there is also a sense of gratification in the knowledge that you are TRUSTED

CASH or CREDIT—one is just as good as the other here. You can come in to-day and purchase an elegant piece of Diamond Jewellery—or a high grade Watch—or a dainty article of Silver, and it is yours on whichever system of payment you wish to adopt.

If you desire to BUY NOW and PAY LATER there are no distressing formalities to undergo. Our CONFIDENTIAL EASY PAY SYSTEM helps to gratify one's desires by utilising time to simplify payment. In other words, an article is purchased and is in use for 12 months before its purchase price has been fully paid.

Now, some would think that in affording such liberal accommodation we are reserving for ourselves an excessive margin of profit. We are not and, this you will readily realise when you give us the opportunity of showing you round our showroom with its unique exhibits in Gemset Jewellery, Silver ware, Porcelain Bronzes, and works of Art, which are acknowledged to be the finest assortment in the East

- (4) A visit from you will be a source of pleasure to us and should some of the articles of precious merchandise arouse in you the desire of possession, don't hesitate to make them your own

Yours truly,
MOTICHAND & Co,

BODY OF THE LETTER

The body of a letter is the part that contains the message the letter is intended to convey. This forms the main structure while the other parts simply make up a frame work upon which the main fabric may stand

The letter as a general rule opens with a forceful presentation suggestive of the dignity and personality of the writer. Any reference to old correspondence or dates should be embodied in the preliminary sentence so as to gain the reader's attention at once. If possible, the central theme prevailing throughout may be embodied pithily to form a nice prelude to the whole. How to develop the subject

matter and to sustain sequence of thought will follow in due course. Let us restrict our attention in the following lines to the technicalities of the question.

Dividing the whole subject matter into a number of suitable paragraphs often improves the appearance of a letter. As to the size of a paragraph no definite rule can be laid down. The main thing to be borne in mind in this connection is that each particular theme or discussion is to be treated in a single paragraph. Proper paragraphing as a matter of fact, when judged solely by its effect upon the eye is a matter of proportion and a given paragraph will appear long or short according to the length and arrangement of the whole matter. Maintenance of a uniform style mode of treatment punctuation spelling and abbreviations are of the highest importance in the composition of a letter.

As a general rule, unless the message is a short one the whole instead of being put solid should be properly and equitably paragraphed as short paragraphs are usually more effective than long ones. In an ordinary letter the paragraph should not exceed ten lines but if this seriously hampers the maintenance of thought and sense the practice may be done away with. Even in that case the opening and closing sentences being commonly of distinct matter from the body of the letter may be used as paragraphs.

There has recently arisen a practice of breaking up the whole into great many paragraphs in contravention to the recognised rules of paragraphing referred to above. Reasons put forward in its favour are two first, that such a letter is more attractive and therefore more likely to be read, and secondly, when necessary, certain matters may be made to stand out distinctly from the rest. The only thing to be observed here is that paragraphs containing information relating to the same subject should follow one another consecutively to make a connected narration.

NOTABLE ITEMS

While replying a letter, in order that no part of the question escapes unnoticed it is advisable to take up and discuss the subjects one by one in the order they appear in the letter to which the reply is made. If any new matter is to be introduced it may be inserted at the end. Matters on which correspondence is in progress should be, if possible handled first. It is superfluous to say that if any subject matter is likely to awaken interest in the reader, it may be dealt with first in order to put the reader in a complaisant and responsive frame of mind. Importance of the subject matter also should be taken into consideration in adjudging the position of the paragraphs.

In a letter dealing with different sorts of propositions each one may be made to stand

distinctly separated from the rest by placing a heading over each one in bold letters. Such headings may be used either in the left hand margin at the beginning of each paragraph or inside the reading matter either at the extreme left or at the middle of the sheet.

Lists of any kind or specifications should not run with the paragraph but should begin with a deeper indentation to the right for distinction. If the list happens to be a long one, it may be attached to the main letter as an enclosure. To facilitate matters the lists may be put in tabular forms.

The letters should close with an acknowledgment of courtesy or thanks to the reader.

Thus we have the following subdivisions in the general letter —

- (1) Letter head
- (2) Date
- (3) Address
- (4) Salutation
- (5) Preliminary presentation
- (6) Body
- (7) Conclusion
- (8) Complimentary close
- (9) Signature

The following which is typical of short, pointed and well addressed letters may serve as an apt example illustrating each of the subdivisional heads —

Illustration No 7

Cable Address
EXTENTRADE WASHINGTON

Code WESTERN UNION
Telephone—Main 3613

AMERICAN BUREAU OF TRADE EXTENSION
(INCORPORATED)

(1) EXTENTRADE BUILDING,
WASHINGTON, D C

(2) March, 1935

(3) International Traders, Ltd.,
33, Canning Street,
Calcutta

(4) Gentlemen

(5) Free publicity for your firm provided you
are still in Business¹

(6) The forced liquidation of many firms
during the past year makes it advisable that you
return the attached questionnaire so that the
commercial world may be shown, through the
International Directory of Leaders in World
Trade, that you weathered the recent commercial
storm.

This information in our files also enables
us to answer inquiries about you and thus expedite
business connections you want.

Your Company and its products will be
placed before the buying eyes of the world without
charge or obligation in the forthcoming edition of
the International Directory, which shows manufac-
turers, importers and exporters, etc., of all countries.
The many commercial changes throughout the

world during the past year have made all previous records of commercial firms inaccurate

- (7) Your company will profit by this free publicity Fill out the questionnaire and return it to-day

(8) Yours very truly

(9) American Bureau of Trade Extension, Inc

SIGNATURE

The signature should always be in ink and legible without any unnecessary flourish When this is impossible a miniature zinc cut or rubber stamp of the original signature should be used It is always good to stick to a particular form of signature

When the proprietor or any partner of a firm puts his signature for the company he may use the name of the firm as his signature Signature of a person writing under instruction of any body or firm should appear over the name of the party for which he stands with 'for' or 'per pro' (which means per procuration) preceding it When in the capacity of a secretary or president of some Association the position held by the writer should be placed under his signature

A woman while signing her name should always prefix either 'Miss' or 'Mrs', as the case may be, within brackets A married woman should however use her own name as signature and supplement it with her

husband's name prefixed by 'Mrs' within brackets under her signature

ENVELOPE

Envelopes for the letter paper should be selected of such convenient size as to avoid unnecessary folding of the letter. Two commonly used dimensions are $3\frac{1}{2}$ by $6\frac{1}{2}$ inches and $4\frac{1}{2}$ by $6\frac{1}{2}$ inches. Name and address of the firm should also appear at the top of the envelope in print so that even if the letter be refused or undelivered, it may be returned to the sender from the Dead Letter Office. In addressing envelopes the same rules as in the case of writing addresses inside should be followed. The only difference is that while the address within is often without the name of the street of the addressee, the address on the envelope should be as complete as possible. Postal abbreviations, if used at all, should be used as suggested in the postal guides. All designations like Head Master, Accountant, etc should be spelt out and as a courtesy to the reader his name must not be left without his titles. The titles should be put in abbreviated forms, *e g*, M A, M L A, C I E, etc. Custom requires in general the use of 'Messrs' before the name of a firm, and of 'Mr' before the name of a single individual. In lieu of 'Mr' sometimes the term 'Esq' is added after the name, after which the titles may be used. The name and address of the

sender may be put at the left hand corner nicely squared up To avoid writing the addresses twice, window envelopes are often used and the letter paper is so folded that the address within is visible through the transparent fabric of the envelope

Spelling mistakes and improper punctuations above all any untidiness in typing or writing should not occur in any letter

A careful attention to all the details will never fail to convince the readers of the respectability and business acumen of the writer

FORMS OF ADDRESS.

In addressing gentlemen or firms of the following nationalities care should be taken to put the usual terminologies in their proper position as shown below —

	Single Individual.	Firms.
Bengals	Babu or Srijut	Messrs.
Tamil	M. R. Ry Avergai	Do
Telugu	M. R. Ry Garu	Do
Mohamedans	Shaik or Maulvi	
	or Sahib	Do.
Punjabi	Lala	Do.
Burmese	Maung	Do
English	Mr	Do
French	Monsieur or M.	Messieurs or MM.
German	Herr	Herren
Portuguese	Ilmo Srre	Ilmo Srs

	Single Individual		Firms
Italian	Sig	. .	Sigg
Dutch	Den Herr	. .	De Heeren
Danish	Hr	. . .	Herrer
Norwegian	Do.		Do
Swedish	Do		Do

The title 'Messrs' or its equivalents in foreign languages may be omitted while addressing a firm trading under an impersonal name, as

The National Tannery, Ltd.,

ANOTHER TYPICAL LETTER

Here is given a typical letter in which the body has been broken up into small paragraphs to make every idea more prominent than it would have been with paragraphs of customary length

Illustration No 8

Attention Manager

DEAR SIR

As a man who is interested in Advertising let us ask you a question—WHY DID YOU OPEN THIS LETTER?

Was it because you recognised our name on the outside of the envelope, because you have been hearing from us and are interested in what we might have to say?

Was it because you are always open to advertising or selling ideas, always willing to look to anything that might contain a helpful thought?

Was it because, as a matter of courtesy to any-one who takes the time and expense to write to you, you always look at your mail?

If you are interested in the possibilities of using the mail to increase your sales, you can probably ask yourself such questions. You need to ask yourself similar questions about the material which you send out.

What will make people open and read your letters—what will urge them to take a booklet out of its envelope or container

We specialise in all these and are always ready to help you.

Consult us whenever you need.

Sincerely yours,

GENERAL HINTS

(1) Every letter or note should be carefully dated. It is often of the utmost importance to know when a letter was written. The date line of course comprises the name of the town and the day of the month and year.

(2) Business letters usually begin with 'Dear Sir' or 'Dear Sirs' or 'Gentlemen' as these are addressed to an individual or to a firm. "Sir" is a very formal salutation to be met with in official correspondence only and being the most distant and formal mode of address is scarcely followed in commercial letter writing. The term "Dear Mr _____," "My dear Mr _____" are friendly terms

of salutations allowable only in cases of intimacy with the addressee

(3) The endings generally used in a business letter are of the forms Yours faithfully, Yours sincerely, Sincerely yours, or We are Dear Sirs Yours faithfully etc

(4) The commencement and ending of letter should always be similar, for example if you begin with 'Dear Sir' end with 'Dear Sir'

(5) The superscription of a letter should be carefully written. The address should not be hustled up to the top of the envelope nor crowded at the bottom. It should stand fairly as nearly balanced as possible with the second line beginning about one third of the distance nearer the right than the first line. The space between the lines should be nearly even as possible, and the writing distinct

(6) Never write in pencil

PART II.

**Mercantile and Mail Order
Letters and Methods**

BUILDING UP THE LETTER.

CONTENTS FOR PART II

CHAPTER I—Subject Matter

Appealing to the Intellect—Value of Brevity—Clear Statement of Motive—Viewing Readers' Interest—Reason of Approaching—Description and Argument—Tone and Tact—Conclusion—Modification of an Ideal Letter

CHAPTER II—Arrangement

Standard Method—Preservation of the Proposition—Opening Lines—Proposition—Argument—Persuasion—Closing—Conclusion

CHAPTER III—Characteristics of a Model Letter

General Characteristics—Originality—Tact and Judgment—Adaptability—Tone—Force—Suspended Interest.

CHAPTER I

SUBJECT MATTER

APPEALING TO THE INTELLECT

IF the correct observance of technicalities of a letter attracts the attention of the recipient the perfection in building up the subject matter appeal to his intellect. While the former creates interest by virtue of its neat and comely physical appearance the latter awakens sympathetic attitude towards the contents of the letter by dint of its sustained literary diction and even logical flow of thought. The success of a business letter, however depends on the perfect get up of both these items. The outward look of the letter draws the wandering eyes towards it and the subject matter does the rest, i.e. interests the reader in the proposition or article in question.

Now, the building up of the subject matter rests on three principal props, each of which is as important as the other two, viz.,

- (1) Getting up of the subject matter
- (2) Proper way of arrangement
- (3) Special characteristics that attract

These subjects are of such vital importance that each of them needs separate treatment. The present chapter is devoted to the first item.

VALUE OF BREVITY

The first and the foremost point in good letter writing is brevity, though not at the expense of completeness and vividity. No unnecessary or irrelevant facts and figures should be suffered to creep in. Curtail all superfluities harping on the same string and strike out whenever a single idea occurs doubly, if not meant for emphasis. Many are very erroneously apt to believe that too elaborate a discussion or description exercises a healthy influence on the reader's mind, but they unfortunately seem to forget that the patience of the reader is hereby overtaxed, and there is no knowing when a rupture will take place due to overstrain and the letter thrown away.

Brevity in business letters is doubly valuable because of the number of persons to whom the letter must go for its due handling, and the short time that each can give to a single letter. Moreover, in a long protracted letter the obvious reason is liable to be eclipsed by verbosity and it alienates the reader from the inward purpose. It is therefore, highly desirable to write only as much as is necessary to carry weight with the reader and no more. Purposeless digressions should be sedulously avoided. 'Remember that the success of your letter depends even more upon what you put in than upon how much you put in,' these are the words of a very successful publicist. Rather cut short such terms as 'Your letter of the 17th

instant received and contents noted Trusting
to hear from you at an early date

Illustration No 9

Instead of using such language as

'Replying to your favour of the 1st instant in which you make enquiry regarding the result we have obtained by advertising in your paper we beg to state that

Use such form which is at once brief and forceful

'I am glad to say in reply to your letter of the 21st. instant, that our advertisement in your journal brought us more cash orders than we have ever mailed out

CLEAR STATEMENT OF MOTIVE

The motive of addressing the reader should be given as definite an expression as possible. The purpose of letter writing is frustrated if what the writer means is not put in lucid and at the same time a pleasing style. Any vagueness in the motive is naturally reflected in the body of the letter and is prejudicial to the success of the letter. All angles of views should converge towards making the reader feel and feel vividly the motive of which the letter is made the medium to fulfil. To attain conciseness and vividity in one to develop dry statistical figures into interesting facts the reading matter should be gone

through and remodelled again and again. Constant application in improving the reading matter never goes in vain and is responsible for very many successful letters.

Besides, as practical measures to gain this end, we suggest that the writer before beginning the letter should reflect on the central theme and weigh the arguments for and against it to have a clear personal insight into the matter so that he may be in a better position to handle the subject with caution, judgment and spontaneity, and can discreetly link up subordinate facts with the pervading topics in one unbroken chain. The following may serve as an illustration of the above when the need for advertisement is to be pointed out to the readers.

Illustration No 10

The approach of trade revival, which was so long overdue, is signalled by the gradual improvement of the general market and precludes a fine business dawn.

Those who get prepared by this time will no doubt be the greatest gainer.

You, of course, do not like the opportunity to slip by, if so, screw up your courage to the starting of an advertisement campaign to make what you have to offer widely known and to reach a larger circle of customers. You cannot be indifferent on

this point for your fortune is at stake as all records show that most business failures hang in the tail of non-advertisement

VIEWS ON READER'S INTEREST

Whenever possible the opening lines should be employed to show how it is to the reader's interest to go through the entire letter and to convince him that his best interests and welfare are being looked after and are quite safe in the hands of the writer. Such linking up of the interest of both the parties the writer and the written to goes a great way towards the success of the letter. Couch your language in such a tone and style that the furtherance of the interest of the reader more than anything else is at your heart and that service to him is manifestly uppermost in your thought. Such winning aspects cannot but induce the reader to a favourable consideration of the subject referred to him. Whenever necessary, a second statement may be appended to elucidate the theme where a long introductory paragraph occurs. Note the following examples as illustrations of the above —

Illustration No 11

'Conducting a roaring business of course that is the desire of your heart. Allow me to suggest how I may help you in that direction

Illustration No 12

'Our newly patented machine, we are confident, will prove a vital step for your immediate benefit and profit'

Illustration No 13

'Whenever you get in difficulty, in transporting your goods, ring us up'

REASON OF APPROACH.

It is a far too common drawback of a writer to allow the reason of approaching the reader to be obscured by useless verbosity and lack of clear conception. A letter falls far short of its objective, if the reason does not stand out conspicuously from the rest.

In this connection it will not be out of place to note that the purpose is too often confused with the reason. But they differ widely in meaning, while the purpose of writing may be implied or not, the reasoning put forth should be broadly based to persuade the reader to the fulfilment of coveted purpose. The purpose may be hidden from view but the reason for approaching under all circumstances should be explicit.

When a person offers something for ready sale his reasoning for approaching the buyer is to persuade him to buy his commodity, while the object in view can be making profits, to clear bad stocks even at a loss to wind up the business, to damp down the market and bring

his competitors on their knees and such other things. Here are a few concrete examples from successful letters where the reason for writing is very plain.

Illustration No 14

'We offer the buyer, the lender, the dissatisfied owner, the attorney for heirs, an appraisal service founded upon positive knowledge of actual conditions, gained in twenty five years.'

Illustration No 15

This is your opportunity to get a lot of pretty Pupa clothes at very low cost if you order at once.'

Illustration No 16

'We are looking for some body. Some body in your town. Some body who wants a whole lot of easy profit. Some alive, alert, resourceful dealer to handle our bigger profit glassware.'

Illustration No 17

'We will help him the business, the goods will help him keep it.'

Here is another instance quoted from an actual letter —

Illustration No 18

'Our services are always placed at your disposal for marshalling your commodities to your highest advantage and profit. The circulation policy of COMMERCIAL INDIA has already appealed to our progressive commercial classes. Need we mention to you particularly what this enormous circulation among a progressive people means to your

business. You have the opportunity to speak of your wares through the pages of *COMMERCIAL INDIA* to the widest circle of buying public all over the country. Should you miss it?

We must have to close the forms by the first week of January, and if you value placing the story of your wares before the widest range of buying readers you cannot delay.

Your competitor is certainly on the look out and may steal a march over you.

Ever for your Success'

DESCRIPTION AND ARGUMENT

Next comes the question of description. The vividness of description of your proposition or articles of sale should conjure up a living picture in the mind of the reader. Hazy and unforceful description is too often responsible for failure in getting responses. No omission of the vital parts is allowed inasmuch as it generates doubt about the genuineness and quality while too much of it is disgusting. In describing the article special mention should be made in what respects yours is an improvement over others, *e.g.*

Illustration No 19

The 'Pearl' handkerchiefs are specially attractive as pretty gifts. Made of handsome *crepe de chine* with unique stencil pictures in many original designs and colourings, these are very acceptable gifts and because of their usefulness and attractiveness, are never amiss as remembrancers'

Arguments, like description go a long way towards convincing readers. Indirect arguments suggestive of the superiority of the articles are often more effective than direct arguments for, as in the latter case, the reader does not at all know that he is unconsciously taken through a chain of arguments. Take, for instance, the following example of indirect argument —

Illustration No 20

‘The arrival of a large number of unsolicited testimonials from the satisfied customers for our new invention is a sure indicator of its great success. It goes, without saying that the ‘article’ has caused a great commotion in the market.’

Yet arguments are not all. You may convince the reader that your offer is the most advantageous but still he may not be in a mood to buy. So a letter generally has a few lines given to persuasion, which is the vital point. For example —

Illustration No 21

‘The time to let us demonstrate is right now, to-day, this minute. There is nothing to hesitate about. *The risk is all ours.* Tear off the card. Get it right in the mail. You will be glad you did. You will count it a lucky move on your part.’

A real letter closes with the following persuasive sentences .—

Illustration No 22

'Here is a real chance for you to reap a harvest of profit. A *chance* for you. Go over the enclosures very carefully, read between the lines and see what a broad way of possibilities are opened before your eyes

Don't 'lie dreaming'. A big profit-opportunity is looking you in the eye right this time

Drop your card—immediately. Take the step to-day—if prosperity's demand counts anything with you'

tone and tact

Though sound business is built upon honest dealings, tone and tact are nevertheless useful instruments in the hands of a letter writer. These turn down a man without hurting his feeling and show him the injustice of his position while persuading him to see things in a different direction. Tact is also necessary to introduce arguments in refuting objections which a reader may be inclined to raise on perusal of the matter. A tone of courtesy and respect also tempers the contents suitably. The following is an instance —

Illustration No 23

'You ask us to explain why the muslin such as you bought of us at Rs. 2 per yard is now offered for sale at Re. 1.12. The explanation is simple, you made your purchase when the goods were just placed on sale, the present price, as our advertisement plainly states, is made on remnants in order

to close out the line. Under the circumstances we must decline to consider your suggestion that we refund to you the difference in price. But if you place a fresh order from the remnant stock, we shall be glad to supply you at the current reduced price.'

CONCLUSION

The letter should terminate on friendly note

MODIFICATION OF AN IDEAL LETTER.

In a letter, however, all the several items merge into one another according to the needs.

Below is a modification of an ideal letter

Illustration No 24

'This is a cordial invitation to you to see the working of our sugar machine. And your acceptance implies absolutely no obligation on your part.

We are sure, however, that when you have once seen the working of the machine, you won't want to buy any other

I simply would like to make a few observations purely on your own account and future guidance. I want you to know the machine and see for yourself what it really represents in simplicity of construction and efficiency. It stands absolutely on its merits.

After these assurances, may I hope that you will call upon me any day this week?

Remember, there is not the slightest obligation I shall enjoy showing you the working whether or not you are interested in buying

CHAPTER II

ARRANGEMENT

STANDARD METHOD

IN the preceding chapter the general principles to be followed in the composition of any business letter have been indicated. The method of arranging them should next receive our attention. It is no wonder that the proper arrangement of the contents of a letter should be an essential factor in good letter writing. No doubt the inclusion of convincing argument and winning persuasion in the body of the letter specially when it is ably written or compiled with discretion goes a long way towards securing the confidence of the reader but the proper arrangement thereof is nevertheless of no less importance.

Simply crowding of facts and figures without any order or system however interesting they seem in their isolated state cannot but form a disjointed whole and is doomed to fail in carrying weight. Many are observed to ejaculate in utter disappointment that their letters are quite unnoticed and unresponded but they do not think worth their while to probe into the causes that were really responsible for their failure and to rectify the drawbacks.

Faulty arrangement often causes sad disappointment. Knowing how to arrange the matter will thus to a thinking mind appear as important as selection of materials to be put in. A graceful harmony of the two is what all letters should aim at attaining.

At the very start it may be pointed out that it is not possible to dictate any typical system of arrangement. The order followed by the master writers varies to a great extent according to personality and characteristic features of their own. Moreover, to an expert letter writer the letter loses its brilliancy if some stereo-typed forms are mainly employed. They rather find a flavoury trait in departures from the general rule.

But at the same time it should be made clear to beginners that for them it is wise to follow the method prescribed below so long as experience and knowledge of the human mind do not train them to handle the letters in any way they please. Without a thorough grasp on the useful method of arrangement, one can not possibly ascertain when any departure may be made with good effect. Let us here study what order is most natural and efficient as well and hence advisable to follow.

PRESENTATION OF THE PROPOSITION

The object of the letter cannot be realised unless the reader be prevailed upon to go

through the entire letter. What sort of materials should constitute the body has already been discussed.

The presentation of the proposition at the very beginning should be discouraged. The guiding principle in the selection of material is to concentrate on the features that would appear of vital interest to the recipient of the letter.

The writer must vividly interest himself in the proposition from the point of view of the potential customer and pick out those facts which will enable him to present his case adequately and tellingly. The effects in the mind of the reader should always be properly studied and when the first lines in a letter have prepared the mind of the reader to look kindly to your proposition and disarm him from entertaining any uncharitable idea about your presentation your real object should be slowly disclosed.

The abrupt presentation of your proposition in 9 cases out of 10 has the disadvantage of prejudicing the reader's mind with an idea that the object of the letter is to gain advantage in favour of the writer. This should be scrupulously avoided even though the letter has material enough to carry the reader away by reason or sentiment. Specially it is unwise to quote prices in the first paragraph without explaining the advantages and usefulness of the article in question.

But there are always exceptions to the general rule. When the proposal will without any doubt seem profitable to the reader or whenever an unusually cheap offer is made the proposition may for greater effect be put in the opening lines to ensure attention and careful perusal.

OPENING LINES.

Then how to begin if the proposition is not to go 'first'. The object of letter writing is likely to be fulfilled if the first few lines can create active interest in the mind of the reader. As a rule the success of a sales letter depends upon its opening paragraph. The general proposition contained in the letter may be ever so convincing but it will not be read by many men unless the opening lines look interesting.

These lines should breathe of freshness, charming personality and enthusiasm. All cut and dried phrases and common place utterances are to be sedulously pruned off. Never write 'It has occurred to the writer', 'I am taking the means of acquainting you with the fact that I am a', etc. Express in a few crisp and tactful words that the interests of the recipient are looked after. It has often been observed that the opening sentences seal the fate of the whole letter for they may induce the reader to go on or stop instantly.

Let us study the categories into which the opening lines of sales letters may be generally made to fall

1 Appeal to Self Interest

This is the principal point that should interest the writer of a sales letter in opening it. We give an example below and many follow hereafter

Illustration No 25

When the Dasserah is over and there are not many weeks for the winter to come, you will save fully 25 per cent, by ordering your winter clothing now instead of waiting till thermometer shows 60°. That is if you buy from us

2 Opening with a Question

Illustration No 26

"What is more uncomfortable than an ill fitting boot?"

The opening tone expresses sympathy of the writer about understanding some of life's little trials and it wins ready agreement

3 Understanding Reader's Need

Illustration No 27

It is not what you pay, but what you get which spells economy in your household.

This was addressed by a tailor to the house holder. This needs no argument

4 Provocative or Challenging

Illustration No 28

You don't pay your Bills promptly, Sir?

This is from a circular letter in which a collection agency brought its services to the notice of possible clients. The form is unusual and highly provocative, although most effective.

5 A Thrusting Single Word

Illustration No 29

Expired!

The recipient is naturally startled to read on to find out who or what had expired—why—when—how, and what it has got to do with him. This is from a letter written by a publisher to a subscriber to his magazine who had not renewed his subscription.

These are the general divisions although the following apt openings will give the reader more ready ideas—

Illustration No 30

Of course you are in business to make money, and this being the case, would it not be worth while for you at this time to consider the handling of such additional lines as would enable you to make money during the summer months.

Illustration No 31.

Behind this big machinery plant is an ideal that is much bigger than the plant itself, or the men who

built it. That ideal is to help the Indian youth to find an honourable living and increase his earnings.

Illustration No 32

It is not our idea to sell you and then lose sight of you, we want you to be well satisfied with every purchase you make, so well satisfied that you will want to do, all your shopping here.

Illustration No 33

You have a personal interest in a problem of large importance—the reduction of your

Illustration No 34

Are you getting all the use out of your typewriter ribbon—that you should?

Illustration No 35

You will be interested in this letter for more reasons than one. It contains a live news about a live subject.

Illustration No 36

A few days we posted you our
We have had no reply. Did it reach you?

The opening lines instead of forming a paragraph may consist of a single sentence a mere phrase or a pertinent head line. Examples follow —

Illustration Nos 37 52

'Look for quick returns and profitable ones!'
'Yes, it is true, every word of it!'

'Earn big money by investing in—'

'Arrived!'

'Here is a great truth quickly told'

'A business proposition pure and simple'

'An old house with new values that offers a sure bargain.'

'All flow—no ebb.'

'An alluring investment that pays now—and in the long run.'

'A mere promise gets these.'

'A pleased customer pleases us.'

'A revolution in delightful shopping in the comfort of your arm chair.'

'Always think before you act.'

'Any time is a good time—now is the accepted time.'

'A remarkable offer for 15 days only.'

In passing, it may be remarked that if the opening is too startling, it may give offence to the reader to whom it will be impossible to connect it logically with the proposition following

PROPOSITION.

The next in order should come the proposition for present action before the reader. Here also a through and through knowledge of the order in which the proposition is to be offered is as important as a keen insight in regard to the materials to be put in the letter is necessary.

The main point to be remembered is that the proposition is to be laid here in its entirety with the thought maintaining a logical flow in appropriate succession. In short the presentation of the proposition should take place in a manner as to make the reader follow the letter with interest and act upon its suggestions. No amount of stern logic can secure a reading unless some new characteristics or personalities are developed. As an instance take —

Illustration No 53

The moment you employ our Labour Saving Sewing Machine you stop the eternal paying into the pockets of others you get bigger amount of work with smaller amount of labour'

ARGUMENT

After the presentation of the proposition it is well and good and most logical and natural as well to add a few lines in the shape of arguments, the main object of which is to show the advantages of the proposition and the profitableness of the offer more to the reader than the writer seems to derive from it.

The arguments when backed up with causes and effects facts and circumstances appeal to our reason. The success of it however, depends equally upon the goods, the reader and the proposition. Offering a machine to a villager is meaningless unless it

is shown therein how with a capital within the reach of every man and with a simple manipulation of the machinery offered the reader will be enabled to earn a decent living at home

Finally when convincing proofs have been produced to corroborate the solidarity of the proposition, one thing still remains to be done we mean clinching the arguments to a climax which generally amounts to strong persuasion Tactful wordings should be taken recourse to to incite prompt attention to the proposition.

Here is an illustration as to how arguments in a letter are developed —

Illustration No 54

'You would not think of throwing away your fountain pen simply because the ink is exhausted.

'Then why throw away your worn out type-writing ribbons? You can reink them in your office as well as you fill your fountain pen.

'If you will examine one of your apparently worthless ribbons you will find that the fabric is scarcely worn at all. Treat them by a simple process with our new reinking machine of not much cost and you will get practically new ribbon for only a fraction of the cost.

'Read the enclosed——'

PERSUASION

When the proposition has been presented and supported by arguments and facts and

figures, the mind of the reader is in a sympathetic mood towards the reasoning of the letter. But he should next be stirred up into action. Herein comes up the function of 'Persuasion'.

Suggest to the reader that an early compliance will end in his favour, request him to act up to your suggestions while at the same time allow him to exercise his own free will, show him the timeliness of the offer, readiness to serve on your part, extend a hearty welcome to your show room with no obligation on his part, hint that the reader may lose by delay, in short stir him to action. This function is often identical with closing paragraph as will be seen below.

As an illustration take —

Illustration No 55

'After you have bought your first dozen red and blue pencils you will be glad enough to buy them by the gross and save much more you'll have identically the same experience as our many other satisfied customers'

— As a means to clinch the argument write —

Illustration No 56

Send me your order by return mail. It will prove a real revelation to you.

Take this money saving step to-day.

Here is an example of how argument develops into persuasion —

Illustration No 57

'That is just what we are ready to install for you at an hour's notice—a complete equipment that will meet your most exacting demands—in day-in-day-out wearing quality

'And because we can furnish you with every item of equipment that you need, we can do it at a minimum of cost to you. The catalogue enclosed is a perfect directory of plant equipment. Please go over it very carefully. Note particularly the special prices quoted on

This is made in our own factory from the very choicest stock. In actual use it has proved its ability to out wear three times over any other at the same price.

'And this is just one item—just to give you an idea of the price and quality we could give you in furnishing your plant complete.'

CLOSING.

Generally, a closing paragraph brings the whole into termination. Here also too conventional closings such as 'Trusting that we may have the pleasure of hearing from you and assuring you that your reply will be greatly appreciated' or 'Thanking you in advance for the early reply you will give us' are to be avoided. A do-it now tone is all that is wanted. For examples —

Illustration No 58

'Fill up the enclosed blank and mail it to us.'

Illustration No 59

'To-day—Right Now.'

Illustration No 60

'No matter what the occasion, how trivial the purchase, give us a trial on your next order. You will be delighted with the result.'

Illustration No 61

'You will be glad you adopted this suggestion. Try it at once and see.'

Illustration No 62

'Decide to come right now—'tis a profitable impulse.'

Illustration No 63

'In your town it is sold by our Agent Messrs & Co. Try it. We are sure you will be satisfied with the quality. And it will give your farm all the protection it needs.'

A courteous or complimentary closing is also the custom with many. The following may serve as examples —

Illustration No 64

'Assuring we are here to give you the same good qualities conscientious values square treatment and courteous attention at all times

'We would greatly appreciate an opportunity to quote you on your requirements.'

Illustration No 65

'May I hope to hear from you by return mail?'

Illustration No 66

'We promise uniform good quality, correct weight and a sincere willingness at all times to prove our thorough appreciation of your kind patronage

A few more examples given below will prove of much help —

Illustration No 67

'Please write us, whether you order now or not. You are sure to have some questions you would like to ask, and we shall gladly answer them. Let us know exactly how we can serve you'

Illustration No 68

'For your convenience we are enclosing an order form, which you can fill in without trouble and put in the post to-day'

Illustration No 69

'The time to order is now, while you have the matter before you and can do so in a moment. May we look for your letter in the return post?'

Illustration No 70

'We can give your order immediate attention, and only await your decision to put ourselves entirely at your service'

Illustration No 71

'You need send no money—I personally guarantee that you will find this all that we claim for it. Simply post enclosed card to-day'

Illustration No 72

- 'We do business on a very narrow margin of profit. For this reason, we cannot afford the possibility of incurring even a small loss on collection charges of bad debts. Our invariable rule, therefore, is to require cash with order. You will see how this rule is one of the things that makes it possible for us to give lower prices than our competitors.'

CONCLUSION.

From the above we see that the logical method of arrangement is as follows —

- 1 Enthusiastic Opening
- 2 Presentation of Proposition
- 3 Arguments, etc
- 4 Persuasion
- 5 Closing

It is wise for beginners to follow this order. Only experience and practice can dictate when a departure from the above system can be made without any detriment to the contents.

The following will serve as a guide —

Illustration No 73

Dear Sir,

Enthusiastic opening

Right now it is important that businessmen should look prosperous, should be well-dressed and carry the air of one untouched by adversity. This applies equally to the man whose credit is an asset in his business and to the man who is employed to represent others.

Proposition.

A prosperous appearance is desirable at any time, you know this without my telling you, but there is one thing in connection with it that I can tell you—how to get the best results. By results I mean best fabrics, best patterns, best styles, best fittings, and best workmanship in your clothes. Every other tailor claims the same things—of course, but I keep right on claiming them by everything I do, not only while you are buying a suit of me, but as long as you wear the suit. If I should see the suit on you a year after you bought it, I would say, 'best fabric, best pattern, etc.' and if you did not agree with me I would make you another suit for nothing. In other words I want the result more for the result than for the sake of getting your money. That's why I mean best when I say it.

Argument.

Persuasion.

I am not carrying over any old stock, nor trying to work off 1934 patterns in suits made in 1935, my stocks are new and the 1935 patterns are very attractive and effective, I would like to show them to you.

My prices are fair, fair to you, fair to me, fair to the best workmen who shaped them, they are not high prices—just fair

Closing.

I would like to make your winter suit.

Yours very truly,

CHAPTER III

CHARACTERISTICS OF A MODEL LETTER

GENERAL CHARACTERISTICS

GRACEFUL physical look, judicious composition of the body matter and the proper arrangement of the same though of inestimable service in the making up of successful business letters do not comprise all the elements necessary in a model letter. They form a solid foundation upon which the entire structure would depend. Their assistance is no doubt indispensable in writing a faultless composition but with all this they may be impotent in imparting a freshness and life running through the whole. It is difficult to lay down outlines on which a model letter should be drawn for letters should be written in diverse tone and style to adapt themselves to the occasion and to the surroundings. All that is possible here is to point out several general characteristic features which almost all master letters contain. The most important of them are —

- (1) Originality
- (2) Tact and Judgment
- (3) Adaptability
- (4) Tone
- (5) Force
- (6) Suspended Interest

ORIGINALITY

A lively original composition holds a peculiar charm over the reader's mind. People are so much tired of conventional writings that a stale style and stereotyped expression can scarcely hope to attract the notice of the readers. Most of the successful letters will be observed to contain sayings not met with generally. By originality of course we do not mean a queer saying but a genuine way of thinking altogether in a new line to engender interest in what is to follow.

Simplicity of thought finding expression in a simple and natural style never fails to awaken curiosity. Above all opening lines specially should be of original type departing as much as practicable from the grooved line of procedure. When curiosity has once been raised to a point it is incumbent upon the writer to sustain it by prudent selection of matters. Letters with unique openings arrest attention at once. One cannot shut his eyes against such opening lines as,

Illustration Nos 74—76

You can't blame me if it happens !"
'I have flashed the signal.'
'I've hung out the red light—'

Illustration No 77

'Do you dare trifle with your health? Do you know it's the most valuable of your possessions?'

With it power, success and happiness are yours
Without it you are neither efficient nor happy'

Illustration No 78

'Your name was given us as a man ready to
grasp an extra-ordinary opportunity to make money,'

Illustration No 79

'Your money's your own You will of course
spend it any way you want to You may pay high
furniture prices. But we hardly believe'

Display and catchy head lines also act as
so many sign posts to the subject matter and
serve as effective selling points since your read-
er cannot fail to see them This method of
using strong catch lines should only be prac-
tised where it is justifiable by merit of the pro-
position

Illustration Nos 80-83

'Match Problem Solved'

'Simple Machines Guaranteeing 50 per cent.
profit, etc, etc.'

'A unique Discovery'

'New in the Field'

TACT AND JUDGEMENT

Success in letter writing depends largely
upon the tact with which the letter is to be
handled Tactfulness has many a time brought
in fresh customers and has re won the confi-
dence and patronage of dissatisfied constitu-

ents Now for drafting a letter, tactful and spontaneous at the same time one must exercise good judgment which with moderation and common sense is the best friend of a letter writer Observe all things and propositions from the point of view of the reader for whom the letter is intended This practice will humour the readers interest them appeal to them and will never offend them.

Another policy generally adopted in this case is to think clearly the whole subject weigh carefully the pros and cons and thus possess a first hand idea clear and correct, of the proposition to be presented In short look into your heart and write Don't try to imitate others but write out your own ideas steering clear of cut and dried phraseology This practice will ensure originality of ideas and in the hand of a deep thinker the letter will possess the elements of a model letter

Good judgment also requires that the proposition of letters should appear quite plausible, since truth and sincerity are the greatest assets to a letter writer If there hangs some absurdity about the proposition this will insinuate doubt in the reader's mind as to the veracity of the writer, and the letter would fall far below its mark

ADAPTABILITY

It is the skill to secure hearing from all parties The same letter is not equally pulling

in all centres. One may yield unprecedented success in one quarter and yet may fall quite flat in another circle. The letter should be adapted according to the temperament, education and scope of those to whom these are addressed. What may be catchy to one section of people with particular social or political views may be lacking in carrying weight with those of the opposite camp.

In short, tastes of one person differ from those of others. Hence before communicating with any person his tastes should be studied as far as possible. He should be approached by the writer in a manner as most likely to appeal to his brain and heart. The language of the writer, the method of putting things, the length of the letter also require modification to make it interesting and not disgusting to the reader.

A long letter may be quite agreeable to the sense of a villager unused to receive many mail letters daily, but big letters would be quite tiresome to a busy man of business. Where the nature and inclination of the addressee is unknown it is desirable to write letters of moderate size.

Another important thing to be noted in this connection is to keep abreast of the times and to take the psychological moment to advantage in extending business. Timeliness

of offer is an important factor in winning new customers

A touch of colloquial and personal language is often a useful instrument in the hands of skilful correspondents. Language is also to be moulded according to the profession or trade of the recipient. The use of a little slang and professional and technical phrases and rhetoric is not only allowable but justified in conveying the idea that the correspondent is quite at home with the subject. This does not of course presuppose wholesale technicalities in the body of the letter. Only an occasional touch here and there signifies familiarity with the business.

TONE

While style is the dress of the thought, tone is atmosphere! Try to cultivate an easy and natural tone. It is determined both by the matter and by the impression that the writer wishes to produce. The tone of the letter is affected to a considerable extent by the person to whom the letter is written.

Many correspondents allow the first person to dominate over their correspondence. Though this mode of expression smells of an egoistic tone giving offence to their recipients its use is allowable while expressing some opinion or giving personal touches.

In general correspondence however it is good to keep oneself in the background. Such

examples as 'I have done such and such.' 'My articles are super excellent.' 'The prices I offer are the lowest available in the market' are ineffective. The use of third person also imparts a cold and distant tone which in general letters should be discouraged. It is thus preferable to write a letter in the second person because this shows a delicate courtesy to the reader and assures him that the question has been dealt from his point of view and that it is to his interest that the letter should be gone through.

Mark the congenial tone in the opening lines of a letter appealing to a farmer to paint his farm —

Illustration No. 84

I have just been thinking about that barn of yours

It is the storehouse of your farm and holds the rewards of your season's labour till they are marketed. A mighty important building!

You would not feel safe if it was not fully protected against fire. Yet it is a fact that more barns are destroyed by paint neglect than by fire—and paint is a whole lot less expensive than insurance. It is the cheapest form of protection for you.

FORCE

The letter should possess convincing and compelling elements in it as well. To achieve this the letter should be forceful and absolutely outspoken. A spirit of enthusiasm should

pervade the whole of the letter. This guarantees sincerity on the part of the writer and evokes conviction from prospective buyers.

A forceful writer moves his readers by the life and force he instils into the subject. He impresses the reader with the importance of the question. His liveliness and enthusiasm are contagious like laughter and catch any body who may happen to read it.

Talking direct to the point and being brief are also steps leading to forcefulness. Let your thoughts move with grandeur towards a climax, and thus lend an unusual force and vivacity to the whole so rarely met with in ordinary correspondence. Here is an instance of forceful para^s —

Illustration No 85

'I want a man who is a salesman from the ground up who is a money maker from head to heel.

He must have vim, vigour and velocity in him. He must have ginger, gumption and getability. He must be ambitious, resourceful, reliable—yes, above all reliable.

He must take hold of this thing with head, heart and hand and work for all there is in it.'

SUSPENDED INTEREST

When the interest of the reader has once been awakened by an enthusiastic opening, do not let it flag but sustain it carefully, to the very end of the letter. The crucial point is not to be revealed too soon. In the words of a

publicist, 'You are to build up his hope, awaken his desire, before you display the main object—the big idea—the real issue of your proposition. By that time he is likely to want it. He is ready for it. His enthusiasm and interest are kindled. He is then near action.' Here is an example of suspended interest —

Illustration No 86

If somebody told you how you could increase your production 50 per cent. or 60 per cent. you would lend him an ear, wouldn't you? "

And if somebody else told you how you could cut down your manufacturing cost 25 to 30 per cent., you would listen to him too, wouldn't you?

Here follows another instance how interest is suspended while offering a book which shows how to be another man—a bigger edition of one's former self —

Illustration No 87

May be that's a strong thing to say! May be it isn't, may be I am putting it dead straight. 'You'll be another man' You're no different from the rest—the men of the hour—alert, up-and-doing success craving determined to accomplish more to-day than they did yesterday

You are no different, I say. If you, too, read "The New Success" it will light within your breast the fires of new ambition, just as it has done with every other man.

PART III.

**Mercantile and Mail Order
Letters and Methods**

GENERAL CLASSIFICATION OF LETTERS.

CONTENTS FOR PART III

CHAPTER I—Four Classes

Form or Routine Letters—Order Procuring Letters—Collection Letters—Agency Letters

CHAPTER II—Form or Routine Letters

Orders and Answers to Orders—Reference to Catalogue—Itemizing the Goods—Method and Date of Delivery—Remittances or Enclosures—Miscellaneous—Order Blank—Answers to Order Letter—Promptness in Reply—Simple Acknowledgment—Date of Delivery—Failure to Supply—Errors in Order Letters—The Form—Remittances—Mode of Adapting—The Closure

CHAPTER III—Enquiry Letters and Their Answers

Classifications—Letters leading to Purchases—Letters asking Favours etc.—Letters for Recommendations—Letters for References—Applying for Employment

CHAPTER IV—Complaint Letters and Their Adjustments

Need for Complaints—Principles to be followed—Grounds of Complaints—the Points—The Adjustment

CHAPTER V—Building Goodwill through Routine Letters

Efficacy of Routine Letters—Sale promoting ideas in Routine Letters—Favourable Impression—Spirit of Real Service—Confidence-winning Letters

CHAPTER I

FOUR CLASSES

HAVING given the general characteristics of Business Letters we are called upon to classify our correspondence. To attain efficiency in office correspondence the first step would be to systematize the mail. And in doing this we find we can use stereo typed forms in some routine business of the house. Thus we come to the first class of all business letters—Routine or Form Letters which cover similar initial and answer letters to several parties.

Following this we divide our correspondence according to the kinds of business transaction. General business of a commercial house consists of (a) Procuring orders (b) Collecting money (c) Appointing agents and retailers for distribution of merchandise. The correspondence therefore naturally classifies itself into these four groups —

- (1) Form or Routine Letters
- (2) Order Procuring Letters
- (3) Collection Letters
- (4) Agency Letters

In fact entire correspondence automatically divides itself into above classes. We re-systematize them in the following pages

CHAPTER II

FORM OR ROUTINE LETTERS

ORDERS AND ANSWERS TO ORDERS

ONE of the most important items in the routine business of all merchant houses—big or small—is sending out ordering letters and acknowledging the orders received. In the proper conduct of business while goods are to be purchased either in raw or finished form from the manufacturers or wholesalers by rail river or sea by despatching order letters the orders received by the firm in its turn from its customers are to be acknowledged and fully filled up. And in due course enquiries are to be made and answers given complaints are made and received and adjustment to them done. Thus in the Form Letters we have the following groups —

- (1) Orders and Answers to Orders
- (2) Enquiries and Answers to Them
- (3) Complaints and their Adjustment

The essential points to be borne in mind in the construction of ordering letters are —

- (1) Reference to catalogue
- (2) Itemizing the goods ordered
- (3) Description of goods
- (4) Method and date of delivery
- (5) Remittances or Enclosures
- (6) Miscellaneous

REFERENCE TO CATALOGUE.

To minimise the chances of error and misunderstanding always give a reference of the goods you want from the catalogue or price list of the company with whom you place your order. Any number appended to denote the article or its quality must on all occasions be quoted with scrupulous accuracy. Such practice would help the selling firm to understand exactly the kind of your requirements and would thus end in expediting the affair. If the company does not issue any catalogue or circulars details of goods from its previous correspondence may be quoted. If you use any order and office number put this also clearly at about the top of the letter so that the other party will refer to it in responding.

ITEMIZING THE GOODS ORDERED

Names of articles for which orders are booked should be arranged carefully in a column each with a separate number. Writing the order letter in tabular form is here meant. It is easy to see that this sort of arrangement is most agreeable to the selling firm as this facilitates carrying out the order free from all risks of errors and omissions. The act of checking the despatch of order or packing of goods becomes a matter of easy completion both to the buyer and seller. An easy reference to the goods ordered or despatched is also afforded by this system.

DESCRIPTION OF GOODS

The order letter should be explicit about the goods required. It is better to write a few words more than a few words less than those actually wanted to make the letter fully intelligible. Give a clear description of goods you need, state the quantity, size, style, price, etc. in the very words of the seller. Your interests will then not only be fully safeguarded inasmuch as you can complain if the goods are not up to description and can legally claim replacement of the order or refund of the value money but also the terms would be advantageous to the selling party, as no possibility of misdelivery here exists and the orders may be complied with without consulting catalogues or previous communications. To eliminate probable sources of mistakes, the page of catalogue dwelling on the article or containing an illustration of the article is sometimes enclosed in the letter.

METHOD AND DATE OF DELIVERY

Too much cannot be said concerning the caution to be exercised to make this point quite clear and complete. If you are sorely in need of your articles, instruct the firm with whom you place your order to carry this out by such and such date. If the article will be of no use to you if it is received later, speak this out and write that the order is subject to cancellation provided the goods are not received.

by that time. The method of booking or shipment may also be specified, for instance, you should intimate that the parcel is to be sent by mail, by V P P, by rail, by parcel post, by special messenger, or anything of the kind. If the order is to be sent by rail give the name of the nearest railway station and if by steamer, give the name of the nearest steamer ghat, and so on.

This statement would prove equally helpful to the customer and seller. The seller is spared the trouble of ascertaining the best way of transit while the buyer feels that his instructions are being followed to the letter.

REMITTANCES OR ENCLOSURES

A model letter would also allow a few words on the manner in which the monetary transaction would be done. If you enclose any cheque, draft, promissory notes, have it mentioned in the body of the letter.

MISCELLANEOUS

If the destination where the goods are to be despatched be otherwise than that appearing on the letter head, clearly advise where the goods are to be sent and furnish also the new address.

Duplicate orders are often to be sent when any unnecessary delay occurs in the safe arrival of goods. In such cases repeat your previous letter instead of writing to serve the

order of such and such date The importance of this procedure would be evident to you when it is taken into account that the first letter might have been lost in transit Of course the whole matter should be laid bare to the party

In case of re orders also repeat your order An illustration covering all the points enumerated follows —

Illustration No 88

On 26th March I sent you an order for the undermentioned goods to be forwarded by mail, but I regret to say that the articles have not reached me yet That goods ordered for were —

We give below an example which may be accepted as a dependable model for order letters

Illustration No 89

Order No —G24

Gentlemen,

We have duly received your circular of the 4th instant with samples and price list We like the samples sent and therefore enclose a trial order as follows —

6 pieces Tussor No 029 at Re 1 14 per yd

12 pieces Mercerised Suiting No 050 at Re 1-4 per yard

9 pieces Silk Tussor No 007 at Rs 2 per yard.

Kindly supply this merchandise *via* E I R to Calcutta City Booking Office on or before April 2

and send the R R by V P P We are enclosing
a cheque for Rs 20 as advance

Yours faithfully,

To minimise the task an Order Blank
may be substituted

Illustration No 90

ORDER BLANK.

BLANK & CO

Order No	Allahabad.
Name	Date
Address	Remittance
Date of execution	
Route	

Number	Quantity	Articles	Price.

General Remarks

Signature

ANSWERS TO ORDER LETTERS.

PROMPTNESS IN REPLY.

In the building up of business nothing is
more important than promptness in replying

all orders. The evils of dilatoriness in this instance need not be brought home to the business men. Business etiquette also demands that no letter should go unanswered even if one enquires in a line you never represent. The buyers are eager to know the fate of their letters and expect to get an early intimation of what action is being taken to carry out their orders.

SIMPLE ACKNOWLEDGMENT

The first duty on the receipt of an order letter is to acknowledge it mentioning the date and reference number of the letter received. The order is sometimes repeated. In passing write that the order is engaging your best attention and will be executed at the earliest possible date.

Printed letters with spaces left for filling up dates, subject matter etc. are mailed to the prospective customers as acknowledgment. These should be drafted with care and simplicity to cover a great number of cases. A general form like this may be used. —

Illustration No. 91

Dear Sir

We acknowledge with thanks your order of March 21, 1935 for 300 dozen pair of stockings per size and numbers quoted from our catalogue of January 1935.

The order is receiving our attention and will be complied with in a week.

We assure you of our appreciation of your valuable trade.

Yours faithfully

Notice of shipment or transport may be sent later on

DATE OF DELIVERY.

If you are positive on sending the goods on such and such day, inform the buyer to that effect. In short enlighten the buyer on the carrying out of the order as much as you can.

If your stocks have run low or you have oversold yourself and some delay is inevitable in complying with the order, speak this out unreservedly to your customer and also tell him positively on which day he may expect the goods. This practice would help to preserve the mutual co-operation and good will.

FAILURE TO SUPPLY

Occasions would arise when the selling firm would not be in a position to carry out an order at all or in full. In such cases write expressing your regret for failing to carry out the order. If the order can be filled only in part, inform the buyer which of the items you are unable to supply and thus allow him full freedom to purchase from any other source.

without any delay and consequent loss and inconvenience to himself.

ERRORS IN ORDER LETTERS

While replying the order letter one should point out with due courtesy any error which might have crept in regarding enumeration of figures denoting quality, price, etc and hint at what the correct thing would be. It is better to wait for confirmation or re assertion from the customer. But if the error be of minor importance and too evident to be misinterpreted, the order may be executed after necessary correction. Even then bring to the notice of the party the anomalies in the order letter and how they have been rectified and the order served without delay to save his inconvenience. A request may also be made to this effect that if the procedure is not satisfactory to the buyer the merchandise may be returned to him at his expense. The under mentioned letter may serve as a typical example of the foregoing —

Illustration No 92

Dear Sirs,

We have your Order No 1143/A of April 15, for 200 pieces of chintz. Styles No C/36 C/40 and B/24 are being forwarded to-day in quantities as you desire. We have however no No B/36 with width of 72 ins. as this is not made in larger width than 56 ins.

We are sending with other merchandise 25 pieces of V/36 with width of 72 inches as quoted in our previous catalogue. If this style is not what you wish, you may return it at our expense and we will either substitute another model or credit you with amount of sale.

We trust this arrangement will be found satisfactory.

The invoice accompanies the letter from which we have deducted the sum of Rupees Two hundred and fifty which we received in cheque along with the order.

Assuring you of our best service and awaiting your further commands

Cordially yours

THE FORM.

Thus we find that in answering order letters it is the general practice even among the master letter writers to follow the general schedule already referred to in this book namely —

- (1) Acknowledgment of order
- (2) Restatement of the items
- (3) Information regarding execution and transport
- (4) General remark, if any
- (5) Formal thanks

A formal Transport (Rail or Shipping) Notice to inform the customer of the date and rate of transportation may be drafted as follows —

Illustration No 93

SILK MANUFACTURING CO.,
Ludhiana

Date of order

Your Order No

Date received

Our Order No

Remittance

Execution.

Quantity ordered	Quantity supplied	Description	Price	

Route of Transport

General Remark

Signature

REMITTANCES

If any cheque, bank note, bill or draft or in short if remittances in any form accompany the order letter, acknowledge the receipt of the same while replying the letter

MODE OF ADAPTING

The mode of couching the letter should be varied according to circumstances. A letter to a businessman may contain technical terms and phrases which are quickly intelligible to him, but letters to private individuals should be more explicit with as few

technical terms as compatible with the purpose of the letter. The tone of writing needs be adapted to make it quite convincing and agreeable to the buyer.

CLOSURE

Finally the letter should close with a courteous phrase or sentence stating that his commands would meet with early compliance or utmost care or a request for extension of his patronage and so on. Specially a new customer should be accorded a hearty welcome and informed that his further orders will receive the greatest of attention and will be executed with gladness and promptitude.

CHAPTER III

ENQUIRY LETTERS AND THEIR ANSWERS

PURPOSE THESE SERVE

IN business correspondence enquiry letters and their replies play an important part and require careful attention in their disposal. These are preliminary steps to order letters but still in scope they stand as a separate class inasmuch as these merely ask for definite information on some particular subject.

For proper conduct of business a large volume of correspondence is maintained by every business house in the shape of enquiry letters. Whenever one offers or may possibly offer anything for sale which interests you you have to make several enquiries regarding price description uses etc, before you make the actual purchase.

When you are in a critical position and are intent upon making a new departure from your customary practice or are opening up new lines whose utility you are rather dubious of, you have to seek the opinion of experts in the line or of those whose advice counts much in such affairs. When you are sadly in need of certain information regarding articles you are interested in you have to write to parties best equipped to help you in such matters.

When one party asks certain commodities on credit you have to ascertain his financial and business status from references he may give you and from other sources as well. There are thousand and one reasons why enquiry letters absorb such a big share in our daily routine correspondence.

Answers to such enquiries also make up a large bulk of correspondence. Replies as to prices, descriptions, etc., are to be made with care and accuracy. The replies above all, should be all to the point and terse, concise and at the same time intelligible.

CLASSIFICATION

To study the procedure of preparing enquiry letters it will be of much facility to have them classified and discuss them one at a time. The following are the main classes into which the subject may be suitably subdivided —

- 1 Letters of enquiry before the actual purchase takes place
- 2 Letters asking certain favours
- 3 Enquiries asking individual opinion
- 4 Letters soliciting recommendations
- 5 Letters asking for references
- 6 Letters requesting information
- 7 Letters applying for position

Before you send enquiry letters for information it is always good to follow the principle of giving no trouble to any person for

information you can yourself collect with a little trouble. No enquiry also should be made regarding subjects already known to you. As few questions as possible should be asked. A note of thanks on the receipt of the desired information should always be sent. A self addressed and stamped envelope or postage stamp should be enclosed in your letter of enquiry.

LETTERS LEADING TO PURCHASES

These generally refer to request for catalogues prices booklets circulars or samples and for any particular information preliminary to the purchase contemplated.

Purchases however in the general sense of the word not only include the buying of commodities but also of services etc. In asking for particulars the letter should be as short as possible and to the point laying special stress on the details you are specially in need of. The points to be kept in view in such letters are (1) Mentioning the source where you get the address from (2) Definite statement of your enquiry and (3) Exact enumeration of the information you want.

The following letter of enquiry may serve as a model —

Illustration No 94

Your name has been handed over to us by one of our friends as manufacturers of automatic looms

I shall be glad to learn from you the following particulars regarding it —

- 1 The maximum breadth of cloth it weaves.
- 2 The average output per hour
- 3 Its price and any special features.

In anticipation of an early reply

In replying to the enquiry of a prospective purchaser send your price list catalogue, circular, etc., if possible. Some parties make it a point to send order blanks. Sometimes personal replies are wanted. Always try to give the information about the goods but the technique of writing too much of the advantages derivable by the buyer is to be discouraged. In short, render genuine service by offering clear, courteous and prompt reply.

For example the reply of the above enquiry may be put thus —

Illustration No 95

‘I take great pleasure in sending you a catalogue of various types of looms we manufacture in reply to your esteemed enquiry of the instant. All the particulars you want are embodied in the catalogue. I would, however, like to draw your particular attention to para No 9 of the catalogue wherein the special improvement in the manufacture of our looms has been dealt with.

I also invite you any day you like in our factory to see the working of the looms and the quality of cloth woven.

Awaiting your further commands.’

LETTERS ASKING FAVOURS, ETC

In writing letters asking certain favours or individual opinion, or information, begin with a polite introduction. Follow this up with the statement of your request and explanation of your reason for asking. When possible, show your willingness to reciprocate and finally offer hearty thanks for the trouble involved. Details of the head on which particular information is wanted should also be embodied in the letter to facilitate the reply. To save time the questions may be put in tabular form leaving space for the writer to fill in the replies. An illustration follows —

Illustration No 96

‘ From your advertisement in the “ Industry ” of Calcutta I see that you manufacture various sorts of machines. Will you kindly fill up the accompanying list and supply me the information as early as possible? The information, I may be permitted to point out, is required for the compilation of a Directory of indigenous products of India—whilst by the bye is of prime importance for the expansion of trade and commerce of the country.

The insertion of your name will involve you no charges unless you want to tell your story in the Advertisement Columns, the rates for which are put in the Advertisement Schedule.

Thanking you heartily in advance for your kindness, believe me,

Sincerely yours,’

The replies should be clear and concise. Give references to books, catalogues, pamphlets to simplify the answers. All information supplied should above all be accurate and prompt.

LETTERS FOR RECOMMENDATIONS.

The recommendations may be asked for service, for credit or merchandise or from school, bank, etc. In the writing of all such letters, let your enquiries be terse and to the point and follow the general head. Over and above that, promise that the information will be accepted in confidence. The following is a common form issued by a party asking for recommendation of an applicant for service —

Illustration No 97

'Will you please give us such information as you have on file regarding Mr. _____ an old employee in your firm. He wishes to serve with us and has given your name as his reference.

The information will, of course, be kept confidential. Thanking you for the courtesy,

Yours faithfully,

LETTERS FOR REFERENCES.

Letters are sometimes to be written to parties to give references in their files regarding yourself when another has occasion to enquire regarding you. In drafting such

letters the following points should be kept in view —

- 1 State the nature of your request
- 2 Name the firm for which the reference is wanted
- 3 Nature of your connection with the party with date, duration, etc
- 4 Thanks for favour.

The tone may, however, be modified if you are well acquainted with the person whom you approach. In that case you may dilate upon the facts concerning the position you are seeking and also bring personal touches in your letter.

Below is a letter illustrating the above points —

Illustration No 98

‘I am seeking a position as an assistant accountant with the Bank and should like to give your name as a reference

I held the position of an assistant accountant temporarily for about 9 months in your office in 1939 during the absence of Mr

As my duties there will be similar in all respects to the work I performed in your office a recommendation from you will be of great help to me

Thanking you in anticipation of your kindness,

APPLYING FOR EMPLOYMENT

These letters require the greatest care in their composition. The first rule to follow in

the writing of an application for a position is to judge what the employer wants. It is unwise to dwell upon your attainments and doings if these have got no direct bearing on the vacancy. In answering advertisements follow the instruction given and answer in the right line as wanted by the advertiser.

The first thing essential is to arouse the reader's interests specially if the application is unsolicited. Secondly, get into personal touch with the reader. A mention may be made how you came to know of the vacancy, if from any advertisement mention date, newspaper, box number, etc.

The third point to write upon is the consideration of the reader's needs. By this it is meant the applicant should convince the reader that the writer is not a job hunter hankering after any sort of post.

Next should come in what is commonly known as argument, wherein the applicant should state in plain language his qualifications, education, experiences, etc., and any particular information that is likely to go in his favour during the selection.

Finally, to persuade the reader of your qualification to fill up the vacancy you may put the names of firms where you served or give good references. Your personal liking for the employer's business may also be pointed out or you may give address where the reader may find you for immediate interview.

Note the development of the above points in the following letter —

Illustration No 99

' I read your advertisement for a correspondent in this morning's paper I have had unusual experience in this work and believe I can fulfil your requirements to the letter

You, of course, want your general correspondence and sales letters written in forceful, clear cut style that gets result

You want them to bring more enquiries, orders or remittances

You don't want them wordy or ambiguous

You want them to be direct and to the point to get your story across—to make up the other man's mind to bring back something

I feel I know my work, and, what is more like to write letters more than anything else

We can discuss the salary after I know more fully your requirements My address in Calcutta is given at the top

I am waiting for your call '

The application letters, in response to advertisements, should answer all the requirements mentioned in the advertisement Let it not be too round about and discursive in style and too given to personal history that has no bearing on the matter in hand By making these matters so prominent the writer lays

himself open to an accusation of conceit and 'cocksureness' that are rather undesirable.

The following letter, clear, concise and business like, is sure of consideration. The advertiser wanted a young man—well educated, original, for writing mail order literature. The applicant is to state age, experience and salary to start.

Illustration No 100

'My qualifications for the position advertised are as follow —

Age—25 unmarried.

Education Passed the B. A. Examination of the University in 1933

Experience Retail Salesman for
& Co 1934-36.

Wholesale Salesman with the same firm 1936-39

Advertisement writer for & Co
Calcutta 1939-40

Advertisement writer for & Co
Bombay 1940 to present time and still employed by them

Salary expected to start Rs. per month

My desire to leave my present position is due to the fact that I believe I can do better work by devoting my energy to one line of advertisement writing instead of being obliged to handle many different propositions. My present employers know of my desire to get into mail order work and

will be glad to answer any enquiries regarding my ability

I left my previous employers of my own accord. I have general letters of recommendation from both firms, one of which credits me with much originality.

While I am willing to start at Rs per month, I understand that I should expect something better as soon as I prove my worth.

If you will kindly grant me a personal interview, and allow me to show you some samples of my work, I believe I can convince you of my ability to meet your requirements.

Respectfully yours,"

In applying for a position at the suggestion of a friend or acquaintance of the prospective employer the opening paragraph may be modelled thus —

Illustration No 101

"Mr of informs me that you are in immediate need of a sales-manager and has advised me to apply for the position."

In applying for a position with a firm which may possibly require your services, begin as follows —

Illustration No 102

"In case you have need of another correspondence clerk, either now or in immediate future, will you kindly consider my abilities to meet your requirements?"

LETTERS OF INTRODUCTION

Letters of introduction fall also under the category of letters of information. The style should be a happy admixture of business and social correspondence. In writing a letter of introduction make a formal mention of the person introduced and then explain the object of such introduction and finally recommend the person for interest, assistance or courteous attention. Here is a typical example of an effective letter of introduction —

Illustration No 103

‘ This is to introduce Mr a member
of the physical staff of my college

Mr is making a thorough study
of the science of astronomy and desires to have
a free use of your observatory for a day or two
with reference to the researches he is making with
respect to certain stars.

You may remember my having mentioned
Mr during my stay at Calcutta and
speaking of his admiration for your observatory,
now the best equipped in India

Any courtesy you can show Mr will be
regarded as a personal favour to me

Cordially yours ”

CHAPTER IV

COMPLAINT LETTERS & THEIR ADJUSTMENT

NEED FOR COMPLAINTS

MODERN business methods have greatly minimised the chances of mistakes in the conduct of business but still it is not uncommon that complaints of commissions and omissions are received in all business houses even of the best types. This gives rise to occasions of adjusting the complaint letters. Again in its turn every business house has to send complaint letters for redress of its grievances.

PRINCIPLES TO BE FOLLOWED

Both the complaint letters and their adjustment especially the latter are to be drafted with extreme care. A clear indignant tone is dominant in the complaint letters of some parties but such except under special circumstances should not be allowed to go uninterfered. A business letter under no circumstances should shake off the semblance of courtesy and give vent to outbursts of temper.

Before instituting a complaint all possible enquiries should be made to make sure that the

cause of complaint does not proceed from your faulty correspondence or otherwise. It has been found that causes of grievances often arise from misunderstanding of the terms stated in the letter and an exchange of letters may bring the matter to an amicable settlement. Lay bare your grievances one by one and in the best of temper. No one desires to lose a customer, much less to earn a bad reputation. The other party to which the complaint is made may be quite unaware of the mistake and would eagerly redress your complaints.

"To err is human", this golden proverb at least should make us lenient towards other's drawbacks because, as the proverb teaches with the best intention we can offer causes of complaints to others who also may have grudges against us. It is wisest, however, in all matters that justify a complaint, to give the offending party immediate notice of the fact and to reserve judgment on him until he can explain his side of the question.

Complaint letters should be tempered with moderation and evince a tone that the complainant is convinced that the party on the other side is ready to meet him half way. Another important factor in the writing out of complaint letters is the observance of promptness. Lodge your complaint as soon as you detect the flaw. An old complaint is not effective in all cases, some business houses

have a time limit within which claims for adjustment are allowed

GROUNDS OF COMPLAINT

The causes which impel complaint letters are varied in nature. These may be at work singly or conjointly. The most important of them are —

(1) The quantity of goods received may fall short of the quantity ordered or advised in the invoice

(2) Goods not ordered may be wrongfully delivered or wrong goods may be despatched instead of those wanted

(3) An unusual delay may occur in the carrying out of the order, or the articles may not reach the buyer even though the invoice, etc may be to hand

(4) Quantity of goods may exceed the quantity ordered

(5) Quality of the commodities may not be up to the standard

(6) Goods may be received in a maimed and mutilated condition. Articles may be badly damaged or broken

(7) Goods received may not agree with the description given by the seller

(8) Goods may be defective in their very character, e.g., books may be worm eaten or pages may be missing, textiles may be soiled with oil, or grease or split in the middle, parts of the machine may be missing

(9) Wrong address may be put on parcels

(10) The charges made may be more than reasonable or more than catalogue price

The causes can be multiplied without number but the above are of the most frequent occurrences

THE POINTS

In drafting complaint letters the under mentioned points should be clearly kept in view and expressed in a distinct manner —

(1) The first point is to give reference or date and number of your order letter. The name of the article and the quantity ordered may be mentioned, if necessary

(2) The difficulty you now experience in connection with the order may then be stated

(3) The next point which would follow logically is what sort of measures or adjustment you now propose

(4) Finally close the letter with due words of courtesy

In cases of non delivery or good unless an acknowledgment of the order has already been received it is always advisable to send a duplicate copy of the order, so that this may be complied with immediately if the former one were lost somehow

The development of the above points is illustrated in the following letters —

Illustration No 104

"On April 29 I sent you order No 856 for 24 dozen of glass globes of 12 inches diameter

I received your invoice and despatch notice from which I learned that the goods were forwarded on the 5th May. It is the end of May and the merchandise has not arrived.

As I am now completely out of the stock ordered, this delay is causing me serious loss of business. Will you kindly verify shipment and send traces if the goods are en route?

I shall be truly grateful if you will give this matter your earnest and proper attention."

Here is another which wants replacement for damaged goods supplied —

Illustration No 105

"Our order No 865 for 24 doz of glass globes, shipped May 5, reaches us to-day

We find on examination that 1 doz of the globes of style II are badly cracked and quite unsalable. It is doubtless this escaped your attention in packing.

We are returning these globes with the request that you will replace them with fresh stock. As our orders cannot be served without these, we shall ask you to hurry them along as quickly as possible.

We shall be grateful if you give this matter immediate attention."

We give below another model complaint letter which states that the orders supplied do

not tally with the description presented by the seller —

Illustration No 106

Your shipment of 24 doz. glass globes in pursuance to our order No 865, forwarded by you on May 5 has just reached us.

We find these globes are not up to your usual standard of quality. These do not tally with your description stated in your catalogue of 1940. These are not of hard transparent glass without any flaw as we expected them to be.

These being not the class of goods our customers want, we are accordingly returning them. We trust that you will be able to exchange them for better merchandise more like that you shipped us in February last. If you cannot at present supply us with higher grade goods please credit our account with the amount of this item.

It is with reluctance that we make this complaint, for we appreciate the satisfactory service you have always given us in the past.

ADJUSTMENT

If the complaint letters require cool judgment their adjustment demands over and above that tact. A complaint which is handled promptly and tactfully is already half adjusted no matters how serious the difference may appear.

Complaints received may be classed under two main groups those from individuals and those from business firms. Different modes

of procedure are to be adopted in handling these two sorts of letters. Individuals are apt to believe that theirs were the only orders that the other party had to fulfil and consequently are liable to show more anger for any ground of grievance than any business house. Their letters should be attended to with greatest care and promptness. Even they may be allowed to be a bit dictatorial in the adjustment.

The first essential in handling complaint letters is promptness in reply. This shows the complainant that the other party means well and he rests assured that his grievances will meet due attention from him. If the enquiry will take some time acknowledge the letter and promise proper investigations. For enquiry look up carefully the orders and read the letter of complaint. Trace out who is responsible, see whether it is you or the customer or the transport agent is at fault before you attempt to explain the cause of the complaint.

If enquiries reveal a mistake on your part do not try to shake it off your shoulders. The better course is of course to apologise for the mistake and write at once to the other party expressing your extreme regret for any cause of complaint, and proposing the adjustment now possible. In your letter give expression to a tone that you are ever ready to redress the grievance and the care you always exercise in despatching your goods.

In acknowledging the complaint letters, a form like the following may be employed to cover all classes of complaints lodged —

Illustration No 107

"Your letter of _____ has reached us. We thank you for calling prompt attention to the difficulty. We are making an immediate investigation. You may expect to hear from us within a few days.

Yours very truly,"

The following is a letter of regret for delivery of damaged goods .

Illustration No 108

"I regret very much to read the contents of your letter of the _____ instant regarding the delivery of damaged goods.

I am extremely sorry that you have been inconvenienced by such delivery. I wonder how it could escape our checker's attention, as it is his duty to inspect all the goods before they are finally packed. I would now enjoin upon him to exercise greater care that the same mistake does not re-occur.

I would ask you to send back the goods at our expense when these will be promptly replaced by fresh stock.

Again regretting for the trouble to which you were put and hoping to be favoured with your patronage ever onwards."

If the complaint is due to delay in delivery of goods, and if enquiry shows that the transport company is to blame, you may write thus —

Illustration No 109

' We regret that your order No 658/23 for 360 tons of wheat has not reached you yet. The merchandise was booked with Steamer Co on the date on which we despatched the invoice to you. We are sending enquiries to the transport company and if the goods are not located within a few days we will duplicate the order, asking you to return the original shipment, when it arrives.

We are extremely sorry that you have been inconvenienced and will do our best to hurry the goods on."

If from your enquiries it appears that neither you nor the transport agent is at fault but it was due to some mistake on the part of the complainant in writing out the order or in quoting figures then also he should be written to with due courtesy. It should however be pointed out that you followed his instructions to the letter and finally propose some way of adjustment so that neither party suffers. The undermentioned letter will illustrate our point.

Illustration No 110

"In your order of the 6th instant you asked us to send 90 gross but you write in your to-day's letter

that you ordered for only 60 gross. It may be due to a mistake of typing the order letter and though we are not in any way responsible, I am sorry, that you have been inconvenienced owing to this.

You may, however, return the extra goods, freight and charges prepaid when we will credit the value of goods returned to your account.

We believe this arrangement will satisfy you."

It is never advisable to leave your customer in a state of anger. The moment you do so, he ceases to be a customer. Make your reply so clear, tactful, sane and just that his goodwill is assured. Here are two excellent adjustment letters.

Illustration No 111

Dear Sir:

Thank you for informing us promptly of the difficulty with the talking machine supplied to you last Saturday.

The instrument was inspected carefully before leaving the shop, and its mechanism was in perfect condition.

Therefore we feel certain the difficulty is not serious, and suggest that you defer returning the machine until our representative has examined it.

Our Mr. Gupta will call on Thursday for that purpose. Some slight adjustment is probably all that is required.

However, should anything serious be the matter, or after our representative's visit should your

still desire to change the instrument, we will gladly send you another of the same model.

Feel assured that we want you to be satisfied with your purchase in every particular

Illustration No 112

Dear Sir

Your complaint of March 25, concerning order No 269 G, for 500 rubber bags has been carefully investigated

We quote you from your order of March 18 "Please send 500 Yellow rubber bags, No 64D, at Rs 1 each".

Your letter to-day states that you ordered No 510X, White Bags with Yellow Rims at Rs. 12 each

As this was not an entry error on our part as you thought, we know you will readily see why we cannot make the change at our own expense as you requested

You may, however, return the bags, freight prepaid, when we will immediately despatch the 500 No 510X and credit the balance to your account

Thus studying these letters of adjustments we find they cover the following points which we must not miss in drafting adjustment letters .—

- (1) Apology for the inconvenience
- (2) Records of the case
- (3) Investigation and its result

- (4) Assurance of adjustment
- (5) Sympathy in the trouble

The following mistakes are to be carefully avoided —

- (1) A hasty denial before the facts of the case are clearly understood
- (2) Shirking the blame that should be acknowledged
- (3) Accepting the words of a dishonest claimant.
- (4) Failure to pacify the customer or make clear your intention

Remember above all, that as complaints arise from hundreds of different causes, no stereotyped forms can be used in all. Each individual letter must be dealt with specially and must receive individual attention. Classified paragraphs thoughtfully worded may, however be slipped into adjustment letters with good profit

CHAPTER V

BUILDING GOODWILL THROUGH ROUTINE LETTERS

EFFICIENCY OF ROUTINE LETTERS

THE three groups of routine letters have been described in detail in the preceding three chapters. The very word "routine" does not induce any inspiration in the reader's mind. Although we have shown how these letters can be written better than what is usually the vogue in offices, many of our executives——managers and business letter writers——are apt to overlook the immense possibilities of these letters towards building goodwill of the firm. We are generally in the habit of dashing off these letters hastily using old decrepit words uninspiring, hackneyed phrases, stale matter of fact ideas that pop into our minds, although we devote hours in composing sales letters. This chapter is intended to draw particular attention of all writers of letters in business firms how new business can be attracted by these letters.

SALES-PROMOTING IDEAS IN ROUTINE LETTERS

The idea is that an ordinary routine letter is an answer to a letter asking for specific information. As such it is usually

thought that the recipient of the letter is more interested in the information than gathering anything about the firm sending out the letter. It does not occur to the writer that even with the desired information a sale promoting idea can be imparted.

We give some instances. A firm received a letter of enquiry asking for quotations for certain products which it is not equipped to make. The usual reply would have been a brief hackneyed letter informing the enquirer that he could not be accommodated with. The firm however visualised a possible fortune and fashioned the reply as below —

Illustration No 113

Thank you for your letter of

Much to our regret it will not be possible to quote you a price for——like your sample which we are not equipped to make.

Do not please infer from this that we do not make special articles. We do them but in this particular case the small order will not allow us to absorb the cost of re-building a machine for making the article of your purpose.

It is probable that you will need other special articles from time to time. If so, we hope you will remember us undoubtedly—we can get together one of these days to our mutual satisfaction.

The result by the way, was worthwhile. For, subsequently quotation for another speciality was asked and an order placed.

Here is another instance. The sales manager of a firm issued a booklet and a gentleman not in the line hearing of this from a friend wrote .

Illustration No 114

‘ I am wondering if it would be convenient for you to send me a copy of your booklet ?
A friend of mine tells me it contains a wealth of helpful information. And although not in the line I will appreciate it a lot if you will send me a copy

FAVOURABLE IMPRESSION

The sales manager might have sent a usual type of routine letter, considering nothing could be gained from one not in the line. But he seized this opportunity to make a favourable impression upon the gentleman who might be a prospect for some of the products of the firm and he wrote —

Illustration No 115

“ Would it be convenient for me to send you a copy of ? Not only is it convenient, but it is a real pleasure. I sincerely hope that you will find it as helpful as your friend says it is :

Don't hesitate to call upon me if you believe I can be of any other service to you at any time ”

SPIRIT OF REAL SERVICE

There is a spirit of real service breathing through the letter. How different is it from

a plain routine letter which takes pleasure in sending you herewith

Another instance is given here when a store keeper finding certain commodity of which an order had already been forwarded and in which a future date of delivery was specified was dangerously low, promptly wired the manufacturer to accommodate at once. Here is the friendly reply he received —

Illustration No 116

Your appreciated telegram arrived half an hour ago. The moment it landed on my desk I hastened to the stock room and stayed right there until a consignment.

You ought to receive it this week end at the very latest. Glad indeed to have this opportunity to co-operate with you.

CONFIDENCE WINNING LETTER.

Here is a complaint letter from a customer to whom a firm had booked some goods by "Parcel" whereas the order specified despatch by "Goods." It was a mistake and could be adjusted by an ordinary routine letter offering a credit note of the difference of freight. But the letter received reads thus —

Illustration No 117

It was certainly a bad mistake on our part in booking the goods on your order No 190 by

‘ Parcel ’ when your order plainly specified by
“ Goods ”

How this mistake occurred is a mystery. You may depend upon us to do our best not to make a similar mistake henceforth.

It is our hope that the attached credit memo representing the difference between the charges will satisfy you. Even though we bungle occasionally we try hard to make the kind of amends that please our customers.

Every businessman who is not confined to his shop window altogether is aware of the fact what a large percentage of business is transacted by mail. This is done mostly by routine letters which thus offer unlimited possibilities for building up goodwill and in many cases for creating extra sales. It pays to take as much pains even with routine letters as with any other kind.

PART IV.

**Mercantile and Mail Order
Letters and Methods**

MAIL ORDER BUSINESS

CONTENTS FOR PART IV

- CHAPTER I—What Is Mail Order Business
What it is—Selection of Articles to Sell—Advantages of Mail Order Business
- CHAPTER II—Mail Order Salesmanship
What is Salesmanship—Equipments for a Salesman—Functions of a Mail Order Salesman Hints for Mail Order Salesmanship
- CHAPTER III—Suitable Business
Selection of Business Line—Articles Suitable for Mail Order Business—Nature of Articles for sale by Mail Order
- CHAPTER IV—Publicity
Object of Publicity—General Publicity—Direct Publicity
- CHAPTER V—Advertising In The Press
Keying Advertisement
How to Advertise—Stimulate Curiosity—Keying Advertisement
- CHAPTER VI—Direct Advertising By Post
Telling Letters—Continuous Campaign—Practical Planning—Write differently to different interests
- CHAPTER VII—Catalogues
How to Plan—Presentation—Illustration—Statement of Policy—General Appearance—Necessity of Grouping Details about Size Weights etc
- CHAPTER VIII—Mailing List
How to Start—A Little Self Examination—Sources of Names—Trying New Markets—Concentrating Your List—Keeping Your List up-to-date

CHAPTER I

MAIL ORDER BUSINESS

WHAT IT IS.

WHAT is Mail Order Business?—Many of the readers will be curious to know this novel method of selling, many others will be attracted to it by the widely told story of its profit-earning possibilities. Essentially it is the business secured through post and executed by post without intervention of personal salesmanship or solicitation.

SELECTION OF ARTICLES TO SELL.

The success of the Mail Order Business depends upon the selection of suitable articles of sale and the proper exercise of a higher order of salesmanship through written or printed sheets. The principle is that the individual customer must be convinced that the mail order man can serve him better than the shops that compete with him in every street.

Disadvantages to the mail order man in the adoption of selling by post as against the more conventional line are many and varied.

Persuasion to purchase is much easier when the seller is face to face with the customer. The appeal in cold type cannot carry the glance of the eye or the inflection of the voice,

nor does it enable the seller to display the actual merchandise to tempt the customers—except through the cold lines of illustrations. He must have in supreme degree the ability to inspire confidence in himself and his wares and not only this but has to maintain it and to act up to the printed profession he must actually place the satisfaction of his customers before the consideration of profit arising from any individual transaction.

ADVANTAGES OF MAIL ORDER BUSINESS

The advantages in this class of business are also big, if the man is clever enough to grasp them, while if the success is difficult it may be much greater. Selling by mail may be much bigger than that of the ordinary retail merchant who can only sell to those whom he can persuade within the portals of his establishment, to the mail order every one whom he can reach by post is a prospective customer. His turnover is bounded not by the buying capacity of his town or city but it can be extended to wider and wider field where his own selling ability can carry him. Monetary profit is the object of all commerce but the pride of achievement counts something and to quote an American mail order man "I know of no greater and more legitimate source of such pride than the establishment of a large and successful mail order business."

CHAPTER II

MAIL ORDER SALESMANSHIP

WHAT IS SALESMANSHIP

WHAT is salesmanship?—a broad question which requires many points to be considered for a general reply. Salesmanship is a personal face to face action which is intended to bring about sale of the merchandise or service. But more broadly speaking, it is the art of selling something to somebody. Considered wholly from a commercial point of view, salesmanship consists in personal solicitation, the salesman and the customer meeting face to face.

The object of salesmanship is firstly the custom and secondly the solicitation. It is the best posted salesman who draws out the intention of buying in the buyer gives him the best information about the article of sale and subsequently effects the sale.

EQUIPMENTS FOR A SALESMAN

To do this, the first-class salesman must have the following equipments —

Firstly, he must know his goods.

Secondly, he must acquire the ability to describe or talk the goods to the customer's entire satisfaction.

Thirdly he must have a general knowledge of business principles

Fourthly he must have a working familiarity with business methods and action of his competitors

Fifthly he must cultivate geniality in his talk so as to induce curiosity in the buyer

Sixthly, he must diagnose the customer

Seventhly he must be both pleasing and accommodating to the customer

But above all and specially for a mail order salesman, he must get more than an ordinary hearing for what he talks or sends through the mails

FUNCTIONS OF A MAIL ORDER SALESMAN

From this generalisation we come to the mail order salesman whose function it is to talk life through cold letters and inert literature. The problem for him is to make the literature say "See me—hear my message—before you make up your mind"

Remember you must enlist the first attention to you—get the right kind of attention and to do this what you say must be strictly in keeping with the business. You appeal to the man's curiosity induce him to look into your idea and make him want to see what kind of person could think of such an idea. You must establish a certain amount of confidence by your first appearance. "See me"—"buy me"—"read me"—"choose me"—that

is the idea at the back of everything that clamours to be read.

The problem is what shall you put on the outside of your selling message. How shall you clothe your complete selling story in a way which will get the attention among lots of other applicants for attention waiting their turn at a man's desk in his office or trying to awaken new desires in all the members of a family circle?

HINTS FOR MAIL ORDER SALESMANSHIP

The first step is to realize that it will pay you to consider what cloak you will choose for your salesmanship.

Sometimes you want an idea which will say instantly to the man who receives your message "Look at me."

Sometimes the man already wants to get your message and you simply want to be sure that it reaches him at his end of the line. So your message should say, "Here I am."

Sometimes you have the man's interest and his open minded attention and you want to say first of all "Believe in me."

Sometimes you do not expect an immediate decision—or you hope that the man will keep you in mind for future business and you want your first message to be, "I am valuable—save me."

And sometimes you do not want to attract attention until you actually begin to talk—you

want to slip under the guard of a man who has no interest in your proposition until you win his interest—and feel that he has no time for your story until you prove to him that he has

Most often, what you want is a combination of these various elements and ingredients and your problem is to know the possibilities and mix your appeals in the proportion which gets the most results

In the mail order salesmanship besides the ideas, the garb in which they are sent should breathe the dignity of the sender and prove attractive to the receiver. Ideas, if they are good enough, can of course be expressed in words alone and command attention to the most cheaply prepared literature

But it is dangerous to reason, because some one with a remarkable idea has presented it cheaply and won, that nothing needs be fine

As a general idea it is better to depend upon more than one means of getting attention. If you have a good idea, people may recognise its merits in any garb. But if you dress up that idea in the best way possible you are simply making sure that everyone will recognise its worth

CHAPTER III

SUITABLE BUSINESS.

SELECTION OF BUSINESS LINE.

ALL classes of business are not equally suitable for prosecution upon the mail order system. In the mail order business evidently it is necessary to deliver the goods by post or rail. As such the goods should be of a nature where delivery charges are small, proportionate to the value of articles. Secondly, chances of competition with articles available in the local shops should be avoided as far as possible.

Excessive cheapness is not possible in mail order selling and the claim to excessive cheapness is detrimental. To the customer at a distance, when goods cannot be examined before ordering, cheapness carries the suggestion of worthlessness. The salesman who cannot do business on claims to high quality, will not send his turnover up by shouting cheapness.

ARTICLES SUITABLE FOR MAIL ORDER BUSINESS

Novelty articles have special attraction for business on the mail order system. In this you can draw out the customer's needs where no such need was apparent before and supply

him without the smallest chance of competition

Chemical perfumery and medical preparations have the same chance before a rural population where requirements are not available locally

Children's requirements present a big field for exploitation by the mail order man and if you can induce children to be attracted by the illustrations in your well presented catalogue you may be sure of continued orders

The rural people can share in the mail order business by presenting local manufactures to the towns people, and retailers This will help them to build an earning business and enable them to extend a big helping hand for the development of local art crafts and industries

Articles of every day necessity such as watches etc can be sold in big quantities by the mail order system to yield considerable profit to the seller

You can handle general merchandise in this system by mail Clothing and tailored goods may be considered the mainstay In the clothing trade comparison is difficult because patterns and cloths differ widely so that good profits are possible

Footwear and leather goods present another line where a well presented and illustrated catalogue will not fail to net in profitable orders

Jewellery articles present another line. Scarf pins collar buttons locket and medals chains rings, bracelets, etc., etc command extensive sale at reasonable profit.

NATURE OF ARTICLES FOR SALE BY MAIL.

It is unnecessary to multiply the above list. Only keep an eye on selecting your list in such articles as would involve—

- (1) the least possibility of competition,
- (2) capability of earning biggest profit in spite of the transit charges
- (3) the least delivery charge,
- (4) availability in good stock

The last feature gives an added advantage to the mail order business inasmuch as the sellers will not require to keep a big stock but can effect purchase when orders are received. Thus he will be able to manage with modest capital

CHAPTER IV

PUBLICITY.

OBJECT OF PUBLICITY

THE success of the mail order business depends principally upon publicity which is, ordinarily speaking, the art of acquainting the people with the name nature and types of the saleable commodity. The object of publicity is to create want—new want where there was none, and the intensification of the feeling of want—where some is already peeping in for successful publicity does not stop with publishing the claims that are made for a product. The advertising must not only tell the possible consumer all about the product but must create in his mind a desire to possess it.

GENERAL PUBLICITY

Publicity is an all embracing name in modern advertising which covers the entire range of methods and devices that may be used to catch and hold public attention. Publicity for the purpose of the mail order business may be divided into two branches — (1) General Publicity, and (2) Direct Publicity. The former is that form of advertising which seeks through various channels and

mediums to disseminate information regarding a saleable product so that a demand on the part of the consumers for the same may be created this demand being supplied by the selling agencies whether they be wholesalers jobbers retailers or salaried agents of the concern which is prospecting the product

DIRECT PUBLICITY

Direct Publicity is that form of publicity which seeks through advertising to sell direct to the consumer without reference to any middleman Its purpose is to get orders for the products advertised direct from the consumer without using any selling agency of any kind or description

Publicity in the mail order business is concerned more with this form of direct publicity which may be of two kinds—press advertising and posted letters circulars etc The object of press advertising is to stimulate enquiries and it then rests with the salesmanship of the mail order man to turn enquiries into bargains The circular by post advertising is intended to bring order as an immediate response

Most mail order houses cultivate both varieties

CHAPTER V

ADVERTISING IN THE PRESS

HOW TO ADVERTISE

WE have already pointed out that the purpose of press advertising in the mail order business is to inspire enquiries. The enquiries may be taken generally as the most potential buyers in this system of business. As such the writing of mail order advertisements is an art in itself.

The mail order advertisement must be written to get business and as such every care must be taken that none of its points misses or fails to convince the readers. It must be a puller as the Americans express it. It is a puller in a small space and if properly phrased and constructed gets as many inquiries as can be elicited through large space in which respect it differs radically from the so called general publicity advertising.

Every line counts in a mail order advertisement hence the sentences must be clear and terse. Certain redundancies and waste of space may be permitted in general publicity but in mail order advertising every word must be pregnant with vital interest as the object is to create in the reader's mind a new want or to move him with the idea that an old want

may be quickly and cheaply gratified. The sentences must have individuality of style and must be different enough from the general run of advertisements to command immediate attention and interest.

STIMULATE CURIOSITY

As the object is to stimulate curiosity of the reader, it is a good plan in most mail order advertising to leave out the price of the commodity and to include a picture of the commodity that is offered for sale in the advertisement. The headline or caption of the advertisement tells what the content is and much will depend upon the wording of this headline or introductory sentence. Its ability to attract the attention of the readers should be its essential qualification.

We give below a few instances of most typical mail order advertising —

Illustrations 118 124

FISHING TACKLE

DEAL DIRECT WITH THE MANUFACTURERS

Security in buying tackle comes from the honour of the house that builds it. We serve a multitude of anglers who insist upon "value received" for the money they spend and we have no comebacks. Our name on a rod or reel symbolizes the highest achievement of this highly developed art. Since 1867 we have made and sold Tackle. This is surely a recommendation in itself

KEEPING THOSE DROPS OF WATER

which your line brings in while reeling—Off Your Clothes Big S line tonic makes over 90 per cent of this water leave the line at a Rod Tip One application keeps your line waterproofed and toughened. Preserves it from rot and it lasts longer Strictly guaranteed Price

AGENTS 100 PER CENT PROFIT**BIG MONEY AND FAST SALES**

Every owner buys Gold Initials for his auto You charge Rs and make Rs Ten orders daily easy Write for particulars and free samples

100 ENVELOPES 200 SHEETS

**FINE WHITE BOND INDIVIDUALLY PRINTED
POSTPAID DIRECT TO YOU**

Be neat and personal in your correspondence. Have your note heads and envelopes printed on a good grade of bond writing paper with envelopes to match Fine clear blue ink and modern clear types are used.

**ADD A PERSONAL TOUCH TO YOUR
CORRESPONDENCE**

YOUR NAME ON YOUR STATIONERY

Impress those with whom you correspond by having your name printed on your note paper Send for us to-day! Your money refunded promptly and cheerfully if you are not satisfied

800 SMOOTHER SHAVES.**FROM ONE BLADE.**

Yes and more That's the record of many men who shave themselves. Old blades made sharper than new—in 10 seconds. For all Safety Razors, Quick, velvety shaves for life with wonderful, new

DEAFNESS.

Perfect hearing is now being restored in every condition of deafness or defective hearing from causes such as

Catarrhal Deafness, Relaxed or
Sunken Drums, Roaring or Hiss-
ing Sounds, Perforated, Wholly
or Partially Destroyed Drums,
Discharge from Ears, etc.

Require no medicine but effectively replace what is lacking or defective in the natural drums. They are simple devices, which the wearer easily fits into the ears where they are invisible. Soft, safe and comfortable to wear at all times.

Write to-day for our 168 Free book on Deafness, giving you full particulars and plenty of testimonials

MEY WANTED.**PLEASANT WORK—BIG PAY**

We have several openings for hustling salesmen to work, all or spare time, as special representatives of

MEY. 9

PERMANENT, PROFITABLE INCOME.

This is Your opportunity to establish a permanent, profitable income by using all of your time selling subscriptions for Sportsman's Digest the popular outdoor magazine

Write to-day for full particulars

KEYING ADVERTISEMENT

While the object of mail order advertising is to secure as many enquiries as possible it is necessary to know what medium produces the largest response To do this the custom in vogue is to 'Key' the advertisements in such a way as to tell what media bring the most enquiries in order to measure the actual returns from investment It will be noted in many announcements that the reader is asked to send for "Booklet A" or to address "Dept B" The letters are changed for each medium used or for each advertisement in a given medium, and it is thus possible to know definitely how each is "pulling" There are many ways of keying and perhaps the best of those is to make an arrangement with the local Post Office to have all letters addressed to the firm delivered to it however wrong the numbering of the street may be Then it is possible to insert a different address in each advertisement —

- (1) Bridge Road, Shambazar, Calcutta
- (2) 22, Shambazar Bridge Road; (3) 22 A, Bridge Road Shambazar, (4) 4 City Man

sion; (5) 6, City Mansion, etc. Continuing these with different booklet or department letters or asking for enquiries to be addressed to the Manager, the Secretary, the Chief Clerk, etc., in different cases an almost infinite variety of permutations are possible, and any number of advertisements may be tested separately for their pulling power.

CHAPTER VI

DIRECT ADVERTISEMENT BY POST

TELLING LETTERS

AS 'pulling' advertisements are the foundation of the mail order business, "telling" letters are its soul. The purpose of the mail order business is to sell without the buyers having opportunity to examine the article before payment is made. This is practically running against human nature. You can do that only by bringing into operation a mood of human nature that is ready to respond to repetition.

In practice indeed repetition is the foundation on which all direct advertising is based. If one advertising effort is good its effectiveness will be multiplied when the idea is pounded home again and again in different forms and varied garbs. Direct advertising pays most handsomely the man who follows a well laid out plan and never lets his prospect forget the product, the name or the service he wants to sell.

CONTINUOUS CAMPAIGN

Continuous advertising is what is needed. If you plan a campaign, you plan and print five or ten direct pieces at one time—that is saving

cost in the printing besides other advantages. You know possibly from your own experience that you seldom respond to a lone direct mail approach or the first solicitation of a salesman, but each successive message moves towards the time when you do respond, and each message carries more weight because of the background.

A certain number in your mailing list responds each time. The other mailing approaches which do not get response are not wasted because they are building goodwill and a friendly feeling towards you. Repetition—cumulative effect—constant reminder—these are the reasons why continued cultivation of your market by direct advertising pays most profitably.

Thus we come to this that when we scheme a direct advertising by post we should plan the material for campaigns rather than single pieces, so that in planning one thought should suggest another. While your mind is concentrated on a proposition you can think of more sides to it—more interesting angles—than when you take up a subject 'cold' and work out only one complete mailing campaign.

Moreover, while you are working on a campaign basis, rather than on a single time basis, you feel more free to spread your ideas over several pieces—and feel less need for crowding everything into one. What you

desire is then more apt to be simple, direct, interesting, and more easily grasped in other words, more productive of business

PRACTICAL PLANNING

When we have decided upon the course we follow, we come to practical planning. Let us suppose that you have jotted down some of the main points which you intend to cover. How may the ideas, which you have before you, be dressed up in words which will catch the eye of the man to whom you send them?

The trick of injecting interest may be divided into general classifications. There cannot be any hard and fast rule, but the few points noted below may be of service in planning your direct mailing campaign.

(1) *Dramatic interest*. Try to take your reader into confidence, promise him revelation of something which goes behind the scene, the atmosphere at once arouses curiosity.

(2) *News heading* should be put to appeal to the reader's instinct for news. Something which is to happen in future is interesting. "Watch for it—one more week" is one in point. But news interest need not always draw upon the future. Such ingenious title "Something new under the sun" may be cited as an illustration.

(3) *Intriguing alliteration*. Such heading as "Pick Push and Pull for Business" is a demonstration in point. Briefly stated the

heading urges its readers to "pick a good sales-leader" "Push it hard" and "Pull the sales." The following is an actual letter in point —

Illustration No. 125.

'Pick the business—that's the rule when the market is not moving with the rapidity of time.'

'We have a proposal to make to you that will pull your business: that is to put you in touch with the sale of Banerjee's English Correspondence. We have enquiries from your side regarding whereabouts of the local depository of the Book now become famous by extensive advertisement. We enclose a circular to give you an idea of the book we wish you to push, and if after the pick, pull and push, your customer becomes not responsive, we will get the books back.'

(4) *Frank Promise or Prediction of Business.* A safe rule to follow in deciding which type of heading to use and what to put in the body of your message is to look at your proposition from the view point of the person you want to sell to.

(5) *Make your message strike home.* What will interest your prospect? What points about your product or your service will make him decide to select your proposition in preference to a competitor's?

A mechanic might be highly interested in the way your product is made. A householder would care next to nothing about its mecha-

nism but would be greatly interested in how much work it could save the family, how beautiful it would make the home or how it would increase personal efficiency

WRITE DIFFERENTLY TO DIFFERENT INTEREST

From this you see that your message would take different turns to different interests. What goes to the dealer would probably talk of sales profits and turn over with sufficient details of your product's quality to convince him that it would attract customers to him.

But what you prepare for the dealer to send or hand over to his customers descriptive of your product should be written from the view point of the user.

It is an interesting thing this reading of other people's minds and playing upon other people's emotions—almost as interesting as seeing ideas turned into money by the simple process of repetition and continued effort and the combination of printer's ink, paper and postage.

CHAPTER VII

CATALOGUE.

YOUR most valuable piece of selling literature is the *catalogue* which should carry to your customer the impression of the high standard of your firm. Illustrations should be specially prepared to illustrate the points you wish to make in your written message.

HOW TO PLAN

Your first step is to decide what must go into your catalogue. List your various models if you have a varied line. List the features of your products, if you manufacture or handle only one article.

Ask yourself, then, these questions: How can I interest my prospect, in all this? What will be understood at a glance? What will I have to explain? In what order will he grasp my story most quickly?

In the case of a single product, an automobile manufacturer has produced an extremely successful catalogue by making his book a continuous demonstration, taking up one point at a time, as a salesman would, if face to face with the prospect.

It is far better to group a variety of products on the basis of related uses rather

than alphabetically. Wheel barrows naturally go with pick axes and shovels, for instance.

In writing any descriptive matter start with an account of what your produce will do, how it will help the user, then follow with information as to how well it is made.

PRESENTATION

When your material is assembled, it is well to look at it and ask yourself whether everything there is of interest to all your prospects or whether certain parts interest only a limited group and would be useless in a general catalogue. In other words, should you not get several catalogues of a few pages each covering a special subject or one "omnibus" catalogue of all you sell?

Or if you assemble every thing into one catalogue, should you plan also to break up this catalogue into pamphlets for distribution to special prospects and thus have both a general book and special reprints?

ILLUSTRATION

It is a safe rule to follow in issuing a catalogue to say nothing in words which can be said in pictures. This means that the picture must be carefully made. You must see that the artist or photographer makes them correctly. You know the product. They probably do not. See that the position of the article shows the features you would want to

point out to a prospect in person. If it does that, your written message can be very brief and instantly understood.

Sometimes the man who issues a catalogue feels that it would be wasteful to make new cuts when he already has cuts in hand. In other words, he makes the catalogue fit the cuts rather than the cuts fit the catalogue. But the cost of printing additional pages to accommodate all the cuts which you now have may be many times the cost of new cuts which will give a better catalogue at a saving of space. Think twice before you insist on using old cuts. It is well to remember, also, that a book printed from new cuts will be in harmony throughout and that every picture will be clearer, clearer and more effective.

STATEMENT OF POLICY

For the most part what you say throughout your catalogue should be primarily a written demonstration of the picture. But there are certain pages in which the written word is of primary importance. It is often necessary to say something about your policy—almost invariably some indication of size and length of experience is included.

Consider this in connection with what you say about yourself. Until your prospect knows what you have to offer him in the way of tangible merchandise, he is likely to care

not a cap how long the maker has been in business or how big the factory is

But after he has been impressed with the ways in which the merchandise can help him he may be very much interested in knowing that the manufacturer is successful and will continue in business. Therefore if you want to show your factory and speak of yourself do it after you have presented your merchandise—and it will have more meaning

GENERAL APPEARANCE

And remember always that conclusion which a man forms himself stands higher in his estimation than conclusions which come one forces on him. If your book is handsomely presented prepared in a business like way and carries the setting of a competent organisation in its general appearance you will go a great deal further towards winning your customer's confidence than you will by a bird's eye view of your factory

NECESSITY OF GROUPING

When you show a varied line of products it is natural to put them into related groups. If these groups are large enough to warrant it they may then be made into specific departments in your catalogue. In this case you may want departmental introductions or title pages. It is a pretty well established fact that right hand pages get more attention than those

at the left. A little rearrangement is, therefore, worth while and a little adaptation—in order to make your various departments begin always on a right hand page.

Accessories should be shown either as a part of the sections to which they are related or as a department by themselves. When shown by themselves, it is well to refer to them when discussing the equipment to which they belong.

Everything that goes into the making of your catalogue reflects the personality of your business. Your catalogue once printed speaks eloquently of your institution whether you have said a word about yourself or not. It is, therefore, of the greatest importance that you take plenty of time in preparing your catalogue—and that you try, at every stage, to have a better catalogue than that of your competitor.

DETAILS ABOUT SIZE, WEIGHT, ETC.

Remember always to include in your catalogue what your readers want to know about sizes and weights, both net and packed for delivery by Rail or Steamer. If your catalogue is seasonal, start planning far enough ahead to avoid last minute rushing. You may omit prices or may add a separate price list in a permanent catalogue, but a seasonal catalogue should contain price list and if any bargain is schemed upon, the bargain prices may be prominently quoted.

It may also be remembered that the effectiveness of a catalogue is often increased by what goes with it. Order blanks addressed envelopes, many accessories invite action and bring back orders.

Sometimes the ideas of others are helpful—sometimes they are too conventional to give you the truth. If you ask the opinion of customers, salesmen or associates, weigh their suggestions impartially—then use your judgment.

CHAPTER VIII

MAILING LIST

HOW TO START

THERE are two main things you need know when you start to prepare a mailing list. What kind of names do you want on your list?

Where can you find the names you want?

To answer the first question start with your present list of customers. It is a gold mine of information when it is properly classified. There are many ways of subdividing this list into related groups, such as —

- 1 Type of business
- 2 Geographical location
- 3 Wealth or financial rating
- 4 Volume of purchases from you
- 5 Frequency of orders

A LITTLE SELF-EXAMINATION

Are you now selling primarily to grocery stores hardware stores clothing or furniture stores garages—retailers or wholesalers?

Is your product now purchased only in cities, over or under a certain size—in limited areas, or nationality—in rich or poor communities?

Do your most regular customers have a high or low financial rating—or no formal rating?

What part of your customers now purchase in large volume? In small volume? At what limit does it become unprofitable for a salesman to call?

How often do your customers now purchase? How big is your active list? How big is your inactive list? What part of your inactive list is new? What percentage of your customers do you now lose every year and why?

From the minute you go into this question of mailing lists, you begin to find out a great many interesting facts about your business, your product, your market, and your sales methods. The whole task of preparing a mailing list is one of the best stimulants for sales and selling ideas which you can undertake.

START A CARD INDEX

Whatever the classification you decide to make, your first step should be to get your present customers' names listed on convenient sized cards, one name to a card, with space for the addition of other information.

This listing on cards should be done even before you begin to classify, and each name can then be taken up and put in the division where it belongs as you come to it.

What basis for classification you finally adopt depends so much on your particular type of business that very little definite help can be given in a general discussion. It is very probable, however, that you will want to have sub-divisions of overlapping classifications inside of your main classification—that is, you may want to indicate the geographical location of customers who are classified according to their type of business.

Such divisions are easily made by use of different coloured cards in your final list, or by different coloured tabs sticking up above your cards.

When you have your customers classified, you can tell at a glance what fields you are covering and how completely you cover each one.

Now comes the first creative work—the first step into new territory—the first move for a market bigger than you have ever had.

Your classifications are the skeleton, the outline, of this greater market which you are going out to get. Your next task is to make these classifications complete by filling them out with all the names of those who should buy your products.

SOURCES OF NAMES.

Much more can be said, and something more will be said, about “what kind of names you want on your mailing list.” But before

coming to this question again, it is well to get at least a partial answer to question number two, "Where can you find the names you want?"

YOUR SALESMAN'S PROSPECTS should be the first new names added to your list. Each salesman should be asked to give you the information about his prospects which you have prepared regarding your actual customers. At the same time, the help of your salesmen should be enlisted for the purpose of adding to your prospect list. They should be made to feel that what you are doing is a direct help to them—making it easier for them to sell, saving them time in introducing themselves, their House, and their Line—increasing the orders which they can get from their present customers. When this proposition is presented in the right way, the sales force can be brought to spend a few extra minutes in each community, gathering new and valuable names from conversation, or from a little searching in city directories and classified telephone books.

DIRECTORIES of many kinds will give you useful information. Besides the local directories referred to above, you are already familiar with such as Thacker's. There are also directories of manufacturers and directories of many trade groups.

TRADE ASSOCIATIONS have been formed in recent years to a great extent, and their members are usually the most active in their line of business. Sometimes lists of membership may be obtained from the secretaries of the associations, sometimes the editors of trade papers can tell you where to get these lists.

GOVERNMENT RECORDS, such as income tax lists, city and state registration lists, and other tax lists, for instance, automobile and motor vehicle list, will give you a wealth of names for certain purposes. For example, the list of motor licensees would give names of people who are not only owners of pleasure or commercial cars, but at the same time people who must have a fair degree of financial standing to be the owners of cars of the better class.

All of the foregoing sources are what might be called original sources, or bulk sources. You will have to use your own standards of elimination to get from these groups the names which you want for your mailing lists.

Lists used by others may sometimes be obtained in exchange for your lists when they are complete. You can often find another advertiser whose interests are the same as yours, and yet who is not competitive. In this case, there will probably be considerable dupli-

cation which requires that you check the exchange list against your list

Up to this point, the sources of names would have given you very little indication of the true individuality of the firms—very little information about the policies and other factors which bear upon the question whether your product would be suitable to the purposes of the prospect

Sometimes such an indication is not necessary. Usually, however, additional information helps you to judge before putting the name on your list whether that name ought to be a "live" one or simply a prospect

There are many places in which you can get "a name at a time" and learn something of the owner of that name

THE ADVERTISING PAGES of newspapers, national magazines and trade papers are a fertile source of such information

If you want retail dealers, it may be worth while for you to get copies of the papers from the cities you wish to reach and have them checked over for the names of dealers who consistently or occasionally use newspaper advertising space. Sometimes you can get such names by a letter written direct to the editors of those papers, particularly if your proposition is one which carries promise of increasing the dealer's advertising activity

If you want manufacturers you will find their names in the pages of magazines or in the trade papers of their particular field

TRADE JOURNALS also offer another possibility in their editorial pages both in their mention of activities among their readers and in their personal columns telling of the changes of individuals from one company to another

Replies to advertising which are from people directly interested in your proposition should go on your mailing list by all means Names obtained in these ways will come more slowly, but they are practically hand picked before you start to use them

NEW KINDS OF CLASSIFICATIONS.

The next step, considering that your present classifications have been filled out from the sources mentioned is to discover new classifications which at present you are not reaching at all

This step involves a joint consideration of your product and of your mailing list Suppose you find that you have been selling to automobile dealers It is fairly obvious that your classifications should also include some of the other related retail outlets such as battery repair stations tyre shops and possibly hardware stores

TRYING NEW MARKETS

Direct advertising is valuable in opening markets which your salesmen cannot profitably cultivate

For instance, suppose you find that you are now unable to sell to dealers in cities of less than 3,000 because of the small size of the orders you get, poor railroad accommodations, or small number of dealers per town

You may find that your present list of customers does not include any such dealers, if you are classifying on a financial or geographical basis. And yet, the mail goes to those towns. The dealers in those towns have more time to read, and receive less mail, than dealers in larger cities. You can put such dealers on your lists—send them “printed salesmen” at a “travelling cost” of six pice—and increase your total sales materially by using the mail exclusively in reaching such a group

CONCENTRATING YOUR LIST

Upto this point, the main discussion has been of ways of adding more names to your list. Now, surprising though it may seem, the subject turns to the elimination of names

If your names have been obtained from advertisements, or in reply to your advertisements, you may have a pretty good idea of the individuality of the party behind them and how its wants will fit with what you have to sell

Otherwise your list of names is pretty general. You needed a full list to work upon before you could eliminate—but if you now have the full list it will pay you to make each name justify its right to remain where it is. So ask yourself two questions about each name:

- 1 Is this organisation a logical prospect for what you have to sell?
- 2 What man or department in this organisation should you try to sell?

The most direct method of getting an answer is to take these questions straight to the prospects themselves.

Suppose you make a frank appeal to the advertising manager or the man in charge of the advertising of each concern. Write him a letter along the following lines:

Illustration No 126

As an advertising man, you are probably interested in seeing the advertising of others as well as your own company get results.

Will you help us?

We have the name of your company on our mailing list. You can help us decide whether it should be there or not.

(If your proposition is not unknown to the man addressed it would be well to outline it briefly here then follow with some such closing paragraphs as the following.)

Does your company use such a commodity (or service) as we have to sell?

Would you suggest that we keep your company's name on our list?

What man or department in your company should we address?

Thank you for your assistance. You will find a stamped and addressed envelope enclosed for your reply.

LET SALESMEN HELP by supplying each one with the names which fall in his territory so that he can gather as much information as possible. It will be much easier for the sales man if you supply him with a form which requires only check marks.

HIRING LOCAL men to check your list is sometimes a good way to eliminate deadwood. In smaller towns particularly there are men who practise law, act as correspondents for newspapers, write insurance, do abstracting and many related things for a living. These men usually can be depended upon to know a great deal about their community. You can get in communication with them, and get their rates per hundred or thousand names, for checking both the correctness of the addresses and probabilities of the companies to purchase your product.

A final drastic method of cleaning up those names upon which you have secured no check by other means is to send out a piece of

mailing matter offering some sort of bait which will practically compel recognition if they are interested. For bait you may have something in your line which is inexpensive, which you can afford to give away for the sake of getting the right name of the man in an organisation for future mailings. You may purchase some novelty which you can offer. You might issue a booklet of trade information—not so much about yourself or your product, as about facts which will be of undoubted interest to your prospect.

Following all other methods of checking your list, such a plan as this should serve to weed out the names which are entirely useless and increase the possibilities of profit per name on your whole list.

THE CO-OPERATION OF DEPARTMENTS within your organisation is highly essential. Your sales department should report the instant a prospect becomes a customer. Your accounting department should report accounts which have become inactive. It is disappointing to a new customer to find that his order to your firm was not noticed and that he is still treated as a prospect—and it is often possible, when a customer has lapsed, for a well written letter to bring him back into the fold.

ACCURACY is highly desirable in every step of your direct mailing. Nothing nettles an ordinary man so much as having his name

mis spelt by those who write him. In addition to this incorrectness in addressing usually means a waste of your printing as well as a lost opportunity of making a sale.

KEEPING YOUR LIST UP TO DATE

This condensation of your completed list is a process which should be continued in the form of revision so long as you use a mailing list.

There is no surer method by which you can check a mailing list than a combination of several methods which will serve to keep your list at its highest efficiency.

Every returned, refused or unclaimed mailing piece should be carefully examined and the remarks made on the cover should be promptly attended to.

Changes of addresses are great obstacles in keeping the list correct. For this you need to keep constantly at your prospect to get them to notify you of changes of address. A simple method of keeping track of changes of address and of checking up on the prospects' interest is shown in the following letter to be sent on receiving an unclaimed mailing piece —

Illustration No. 127

DEAR SIR,

Will you please glance at the enclosed post card (or anything as the case may be) and verify

or correct your address as we have on our mailing list?

This will help you get the latest things from us promptly and insure your name remaining on the list.

We know of a firm who sends out a reply postcard of the following type to all persons in its list to know whether their addresses are still correct. There may however be modifications in the letter according to circumstances

Illustration No 128

OUR COMING OFFER.

HAVE WE GOT YOUR ADDRESS ARIGHT

We are shortly going to make an important and particularly interesting announcement to our Patrons and Subscribers.

The material to be used in connection with this announcement has been prepared at great expense, and before sending it out, we want to make quite sure that we have got your name and address correctly registered on our records. May we ask you therefore to oblige us by filling in and returning to us the reply paid postcard, so that particulars of our forthcoming announcements may reach you safely? We thank you in anticipation of your sending back the Address card by return of post.

One of the reasons a mailing list is so vitally interesting to the man who uses it is that it is never complete. It is always opening new possibilities of business. You are always finding new names—new ways to make your

mailing list more effective—ideas which others have used—ideas which come to you out of experience

Keep building your mailing list and you will keep building your business. Keep eliminating deadwood and you will keep increasing the profit your mailing list brings to you

Someone has very appropriately said, "The accuracy of your mailing list is as important as the accuracy of the books kept by your accounting department"

More than this—the accuracy of your mailing lists, both in quality and quantity, puts more and better accounts on your books, and means an increase in your total business which is ample reward for all the care you put into preparing mailing lists

This mail order business has been more fully described in the author's "Money Making by the Mail" and you can refer to that if you are interested

PART V.

Mercantile and Mail Order
Letters and Methods

MAKING LETTERS EFFECTIVE.

from able writers—the professionals. Really letter writing is fast growing to be professional and the businessman who wants to push on must train himself as a professional letter writer or must engage the service of such a one.

The practical question the head of a firm is to decide when judging a letter is whether it is effective or not, whether it will bring business or be an unproductive expense only.

EASY STYLE.

The essential feature of an effective letter is that it will be easy to read. Besides being careful of correct spelling, correct addressing, good typing, the writer must be careful that his sentences are short, paragraphs are short, simple common words are used, no winded phraseology is thrust in.

The style should be friendly and free, no formality, no dullness, nothing impersonal.

BE POSITIVE

In writing the writer must always keep in view that he is writing to one person only, and not to a crowd as in the case of advertisement writing, and on one subject on which the whole attention of the reader is to be fixed. A definite purpose must be expressed on a definite subject in a definite way so that it must make the one person not only think but move in the way the letter directs.

The business letter should aim at something positive and not negative so that attention of the reader is not deflected, but positively fixed on one definite purpose. There must be a news interest in every business letter. Argumentation should be avoided; no attempt be made to appear dignified. Eloquently worded or phrased sentences have no place in a business letter.

Yet the writer must be careful to avoid levity as well. There should be no slang. Never quarrel by letter. Never write angry, harsh words. Express no bad temper, for a written letter remains a permanent evidence of an incident which you would like to forget in cooler moments. Our advice is never write a letter in a ruffled temper. A letter must be pleasant to read, the reader must be made to enjoy reading a letter, and no irritated man can write a pleasant effective letter.

THINK OF THE EFFECT

In a business letter there should be no scolding, no sarcasm, no peevishness. The writer should first and last think of the effect his letter will produce on the reader—and must say what will be useful.

In writing to a customer always consider of what he is worth to your firm. Even if he is wrong do not try to prove it in a letter.

Admit whatever you can possibly admit. It is better to lose a cause than to lose a customer.

BE TACTFUL

Always be tactful in expressing your ideas—remember commonsense and courtesy make a better sales letter. Even when you write a letter of refusal, always agree as far as you can and make your “no” an incident only. Take the blame when a wrong or inaccuracy is pointed out and do not attempt at justifying it. Have a paragraph of appreciation. A deal of sympathetic genial imagination will make you a better writer. Always endeavour to put yourself in tune with the reader of your letter. One sentence of appreciation of the other person's point of view produces a magical effect and goes a long way to create goodwill. The great object of writing a letter is to please and satisfy the person reading it and if you can put a smile on the reader your object is secured.

TEN CHARACTERISTICS OF AN EFFECTIVE LETTER.

Thus we get the ten characteristics of an effective letter besides its physical characteristics which we have dealt with in a previous chapter. Let us summarise—

- 1 Easy and pleasant reading
- 2 Short sentences, short paras, common words and phrases

- 3 *Friendly and lively style*
- 4 *Appealing to one person and on one subject*
- 5 *Stating of something positive, no beating about the bush*
- 6 *No argumentation, no levity or language or apparent indignity no slang or angry expression*
- 7 *No sarcasm no scolding no unpleasant expression*
- 8 *Ready acknowledgment of fault no attempt at justifying a wrong done*
- 9 *A sentence of appreciation at the commencement*
- 10 *Abundant news interest*

A MODEL LETTER.

Here is a sample of an effective letter which embraces most of the above characteristics —

Illustration No 129

DEAR MR.

I wonder if you would do me a favour?

I'd like your opinion on an important matter

Some time back, in response to your letter, I promptly sent you particulars about the Petrol economiser for your automobile

For some good reason or other you did not care to try out the economiser. Would you be so good as to tell me why?

Not because I will then use "hammer and tongs" to sell you, (I promise ; ou I won't bother you again) but, because I just want to know where I fell down in getting you to try the economiser

Is any of the following the reason?

1 Did I fail to give you the facts you wanted about the economiser?—

If so, what particular facts —

2 Did you think the price too high?—

3 Does your car show small consumption and you do not care to reduce it?—

4 Some other reason? What?—

It is not necessary to write a letter. And if you prefer, just use a lead pencil in answering the above questions

But regardless of how you do it, I want very much to hear from you and get your opinion. I assure you I would gladly do as much for you

A stamped envelope is enclosed. Won't you please use it to-day? With very best wishes I am,

Gratefully yours,

CHAPTER II.

FUNDAMENTALS OF A LETTER

HOLDING READERS MIND

WE have already dealt in a previous chapter on the physical constitution of a letter. These are the letter paper, letter head, envelope, mode of typing, addressing, etc.—which are no less important in an effective letter than the subject of the letter itself. For unless the physical appearance holds the eye, you cannot expect to hold the reader's mind by its contents. This leads us to the actual soul of the letter.

SUCCESS CONSCIOUSNESS

Here we are face to face with the fundamentals of an effective letter. Firstly, before you begin to write down your letter, you must feel that your letter will be successful. That is, you must have the right success consciousness which will be communicated to the reader through the lines of type.

Secondly, you must understand the fundamental natural law of giving yourself out. If you take the attitude—"What I can get out of this letter"—your letter will fail. If you think—"What can I give or do that will give the reader better service, increased opportu-

nity, pleasure, profit,"—your letter has more chance of success

KNOW WHAT TO SAY

You must know how much of the story to tell. It is a fallacy to tell the whole story in one letter. The mind of a reader must not be confused by too many items, too many details.

You must carefully and skilfully handle the closing argument. The flashy closing sometimes detracts the mind from what has gone before. "Do it now" phrases are sometimes advantageous but not always.

We emphasise on the physical details again. All the elements of physical presentations are important. Good letter heads, envelopes, perfect processing, balance, signature—and exact folding and mailing and correct spelling of the names—must not any of these be neglected. A carelessly folded letter may spoil the impression.

You must understand the rules of follow up. To start a letter "not having heard from you" is an admission of failure. Write each letter in a series with the assumption that the prospect is still interested. Give him additional reason for buying.

HOW TO BEGIN

Letters are poor, ineffective when they lack friendliness. Therefore begin a letter

with a phrase of courtesy or appreciation. A phrase indicating welcome makes the letter welcome. Even if you have to refuse something or express a regret, the refusal should come to the end of the letter, not at the beginning. Always agree at the start.

Do not begin with a participle phrase. In a letter which is meant to be effective never say "Confirming our cablegram" or "Referring to your letter—". It is better to say "As requested in your letter of—".

It is tactful to begin with a subjunctive sometimes. Assume some happy mood in the reader which he would likely have if occasion presented. "If you could sell your goods more quickly you could do more business with less capital." This would get favourite attention of any businessman and would induce him to continue, for the letter indicates his point of view.

CONCLUSION

Similarly with closing. Here are some of the usual phrases of closing a business letter—"Thanking you in anticipation of"—"Thanking you kindly in advance. We are Dear Sir. Your most obedient servants" or "Hoping to hear from you" or "We shall be pleased to supply any further information" etc. These detract from the effectiveness of the letters. The end of a letter must not be stilted or pompous. There must be something definite

at the close It is better to say "When you write be sure to mention—" "Please let us know just what you want to have done," "which method of treatment do you prefer" or "Just what you want, I believe," or, "This is the best offer we have sent out for many a day" Tell the reader "This is the only way you can buy these goods" or "These goods may be bought elsewhere but not at this price"

Never keep the reader in suspense at the close When in the body of the letter you have persuaded a reader to do something, take it for granted that he has been persuaded and close with such words or phrases as would move him to action

COMPLAINT LETTERS

The writing of a letter of complaint and adjustment thereof are the most delicate art in the business of letter writing As in other letters the aim to be kept in view in these letters is the winning of the customer As such you will assume that your complaint will be fairly treated and do not assume that you are purposely wronged In the letter specify errors and injuries and be definite as to your loss Keep your temper and be reasonable

Here is an instance how complaint letters should begin —

Illustration No 130

DEAR SIR,

We are accustomed to get satisfactory works

from you and we have on several occasions recommended your firm to others.

But this job which you did for us this week is an exception. It is not what we expected etc.

ANSWERING COMPLAINT LETTERS.

The answering of the complaint letter is still more delicate. It is a responsible job and should be carefully treated. Otherwise the risk is that you will lose a customer and very likely a great deal of goodwill.

The reply must not be curt or formal. It should rather be long than short. You must take pains to clearly explain your view point but must not blame the writer. If the customer has a real grievance do something extra—grant an ungrudging favour. Don't however, say that it is hard to believe the complaint.

You must assume that the customer you are writing to is honest, and therefore you must not disbelieve him. Cheerfully own up to the error as far as it is the fault of your firm and appreciate the customer for calling your attention to the matter.

Even if the complainant is at fault do not treat him and his letter as a nuisance. Explain your point without blaming him but be ready to satisfy him.

CHAPTER, III

COMMON FAULTS OF BUSINESS LETTERS.

AN ILL-WRITTEN LETTER.

HERE is a letter, taken at random from our file, which will show the type of letters we usually receive.

DEAR SIR,

It is a pleasure to welcome you as a stockholder of this Company

As it is our earnest desire to keep our stock holders informed as to the Company's business, we will mail you reports and other information from time to time We hope that you will find v hat we send you are of interest and that we may always have the benefit of your suggestions

The Annual Report for last year will be mailed you upon request.

Your residence address, furnished us as shown above, has been entered in our Stock Book. In order that you may receive your dividend cheques and other communications promptly, we ask that you kindly keep our treasurer advised of your correct address

Sincerely yours,

HOW TO IMPROVE IT

To make this letter more attractive, more friendly, more effective would it not be better to write as below ?

Illustration No 131

DEAR SIR,

We welcome you as a stockholder of the G B C Co Ltd.

If at any time you want information of our business, we will be very glad to send it to you. Any suggestions you make will be carefully considered.

If you would like a copy of last year's Annual Report, let us know and it will be forwarded to you immediately.

Your name and address as you gave it to us when you bought your stock has been carefully noted. Should you change your address at any time, won't you kindly let us know so that all communications and dividend cheques will reach you promptly?

Yours—

ANOTHER INEFFECTIVE LETTER.

Here is another letter, written by a selling agent in India of an American typewriting machine.

GENTLEMEN,

The R. Typewriting machine listed on the attached maintenance Agreement has received free mechanical service for a period of one year in accordance with the sales contract signed at the date of purchase. Are you interested in the continuance of this service at a reasonable cost?

Our maintenance Agreement service was developed several years ago at the request of users who

desired efficient mechanical service at a minimum cost. Periodical inspection will relieve you of worry and prevent most troubles before they occur. There is considerable satisfaction in knowing that your machine will always be in working order insuring your letters being kept in up-to-date finish. The cost of replacing worn parts is fully covered—your only responsibility is to prevent misuse and avoid accidents.

The service which we render under this plan has been appreciated to such an extent that the majority of our customers keep their machines covered by a maintenance agreement.

We believe you will be sufficiently interested to sign and return the attached Agreement, which we have prepared in triplicate for your signature. If any further information is desired we will furnish it promptly upon request.

Yours very truly

HOW TO IMPROVE IT

It should have been written thus —
Illustration No. 132

When you bought your Typewriter we agreed to keep it in first class condition for a year, without charge. This we have done.

As the year is now up, would you not like to have your machine regularly inspected by us so that at all times it will be in good working order?

A typewriting machine is not unlike an automobile, or any other piece of machinery. It works better when carefully looked after.

If you will sign and return the enclosed order you will have little to worry about, so far as the R—Typewriter is concerned. You can depend upon our keeping it in good working order for you.

Sincerely yours

SOME COMMON FAULTS

We need not go on multiplying instances. Even the best businessmen in this country are careless about their letters. Because letters are to be written, they are written in any form by any one—there is no anxiety for caring whether the letter will be effective.

The common faults of most of the letters written by our business firms are the use of stale phrases and making the letters stiff and formal. These are the commonest faults and possibly the worst of all faults which make a letter ineffective. Other common faults are obscurity of language, incomplete expression of sense, making the letter irritable or dull, expressing negative or uncharitable ideas.

It must be always remembered that a business letter is not a legal document, and it must not be written in the language of law or civil service. A business firm is not the secretariat of a government. It cannot forget or neglect the feeling and sentiment of the receiver of its letter.

You will find the usual commencement of a business reply—"Your letter of—to hand." *To hand* is an old phrase without really any

meaning It has died out of conversation, why pursue it in letters still ?

We write—*we take this opportunity* It has lost its meaning and has become a dead phrase, why use it ?

Duly is another word without any meaning in business letters It is a Government Department word and has crept into business correspondence from there

I or your information, Upto this writing, I take the liberty, In connection therewith, In reply I beg to advise, are put in to give a high sounding tone to the sentence There is no need of meaningless pompous phrases in business letters

Such closing phrases as *Soliciting a continuance of your favours Awaiting your esteemed instruction Anticipating your early reply*, are put in to fill up and do nothing These are out-of-date phrases instead of which we should better say, "I shall look forward with interest to your early reply," "Looking forward to the pleasure of hearing further from you" or some such definite and lively closing

Another similar phrase we frequently use is *Assuring you of our prompt attention* This too is a rubber stamp phrase It makes the letter dead Better write "I promise that your wishes will be respected"

PART VI.

**Mercantile and Mail Order
Letters and Methods**

GENERAL CLASSIFICATION OF LETTERS.

CONTENTS FOR PART VI

CHAPTER I—Procuring Orders

Inanimate Salesman—Study of Articles Needed—Arrangements—Introduction of Sales Letter—Development—By Description—By Allurement—By Explanation—By Argument—By Narration—Conclusion

CHAPTER II—Selling Service

Two Broad Sub-divisions—Points in Service Letters—Developing the Points—Typical Illustrations—A Dentist's Circular—A Collector's Plan—A Writer's Service—Checking the Loss—Insurance Policies—Developing Arguments—All Important Problem—Selling Properties—Investment Letter

CHAPTER III—Forcing Future Business

A Regular Campaign—Offer of Samples—Offer of Premiums—Invitation to take a Joy Ride

CHAPTER IV—Securing Testimonials

Utility of Testimonials—Plan A Series

CHAPTER V—Follow Up

Utility of Follow up Letters—Arrange a well planned Series—Planning the First—Present a New View—Suggest Probable Reasons for non Reply—Take the Series as a Unit

CHAPTER I.

PROCURING ORDERS.

EVANIMATE SALESMAN.

NEXT we come to the writing of letters that push the commodities into the market. The order securing letters, as previously remarked, serve the function of an active *evan* imanimate salesman and as such they should possess all the qualifications of a living salesman, i.e. congeniality, enthusiasm, and above all pleasant agreeableness under all circumstances. A distinct tone of personality should pervade the whole letter.

To attain the greatest success in writing sales letters you have to study the nature and mentality of your prospective buyers and so adapt your style of writing and thought as to be agreeable to them. Your purpose is to win them over to your side by offering them better service and make them permanent customers.

Thus their needs would require a careful study and the most opportune moment be sought to make them your offers. To cite an instance the offer of tea seeds should be made to tea planters and not to indigo planters; moreover, it should be presented just before the time for actual purchase of the seeds arrives.

STUDY OF ARTICLES NEEDED

To induce others to purchase your article, you should have a thorough knowledge of your own commodity from the very beginning of its construction to the utmost detail of its purposes and uses, and be supremely confident of its merits. You should also study similar articles marketed by your competitor and should possess a fair comparative idea of their merits and defaults.

Another consideration to be taken into account in composing sales letter is a knowledge of what your competitors are about and their method of merchandising, and business system. This will enable you to hold out greater facilities and advantages to your would be buyers, this may thus carry weight in the final settlement of the order.

ARRANGEMENTS

The methods of arrangement and the development of the subject matter should be done on lines detailed in our previous chapters. A number of points to be followed generally in getting up the subject matter has also been stated, it will be useful here to discuss the application of those principles in particular cases.

A sales letter should have in view a two fold object, *viz* to effect a particular sale and indirectly to secure a permanent customer, although the last is impossible without the first. To attain this, a sales letter in the usual

way may well be divided into three parts viz., the introductory the development and the positive close.

INTRODUCTION OF SALES LETTER.

Well begun is half done is nowhere more true than in letter writing. Make a brilliant enthusiastic start and not in conventional hazy and hackneyed style. An enthusiastic opening will instantaneously interest the readers and let this be the keynote of what follows later on.

We cannot do better than to note here the following points, which a successful letter writer recommends in making a start. Give something definite—the very keynote of your thought—at the very beginning with a homely personal touch. Plunge direct into the midst of your subject and then divulge your plan as a whole without breaking interest. This has produced good results and has often succeeded where long round about introductions have failed. Mark the following opening paragraphs culled from several successful letters.

Illustration No 133

"Found a Carbon Remover that costs little, does much."

Illustration No 134

"You are seeking business abroad. You believe when foreigners know your goods they will

buy them. You feel that as they begin to know them better they'll buy more. Very likely you are quite correct. But do you know definitely what those markets want?"

Illustration No 135

You can save 4 ¢ per gallon on your gasoline on every gallon you buy from to-day forth. The plan is simple.

Such openings are never ineffective as the reader at once perceives especially if the letter is discreetly directed that a perusal would end in some profit for him and naturally his interest in the letter is throughout maintained.

There are plenty of other means of starting letters effectively. Some use catchy mottoes and phrases. Sometimes an appeal is made to the individual interest or occupation of the reader or to his desire to learn the latest developments. Many illustrations have appeared in previous chapters and many follow.

DEVELOPMENT

Development of what you assert in the opening paragraph should now follow. Various ways in which this can be accomplished have been suggested. Of them the following five points are most notable *viz* (1) by description (2) by telling what the merchandise will do, (3) by explanation (4) by argument and (5) by simple narrative.

BY DESCRIPTION

Descriptive matter used in course of developing your assertion should be refreshing and should be capable of conjuring up a picture in the mind of your reader. Much depends upon an intelligent selection of the details to be described. Too lengthy ones may be tiresome to the readers while too short ones would be hazy and useless. In describing use a simple and comprehensive style and write of the appearance, beauty, size, colour and special features of your commodities.

Illustration No 156

Let your office boy do your calculations.

He can do them—and do them quicker and much more surely than an accountant, with the help of our Acme Adding Machine.

The Acme is an adding machine in miniature—but it will give you as good a service and as long a service as any standard machine and cost you very much less.

Less than the size of this page, the Acme weighs only 5 lbs. and is built thoroughly of the best steel that money can buy. For portability and dependability, the Acme stands alone.

And then, its simplicity! Anyone even your office boy, can learn to operate it infallibly in five minutes. Just press the keys, and the Acme does the rest.

The Acme saves time, money, and brain—and saves them twice because it never makes mistakes which have to be rectified later. Try it for invoices,

day book entries, cash balances, ledger posting—any figure work which needs absolute accuracy.

BY ALLUREMENT.

The next way to develop your idea is to look at the subject matter from another angle of vision and to depict in glowing language what the article introduced has done and is destined to do in future. The advantages which the addressee would derive from the purchase of the goods should be particularly mentioned, although nowhere indication should be made that you are eager to sell them.

Illustration No. 137.

There is something for you among Paints, Lacquers, Stains, Japans, Colours and Enamels—whether it be for maintenance or decoration of property or whether for use in the manufacture and 'finishing' of your product.

For more than half a century we have taken over our client's paint troubles and we are ready to do the same with yours. They are no trouble to us as we have the long experience behind us and the most up-to-date manufacturing facilities with us. We are ready to do our very best for you.

Catalogue, show cards and the visit of a practical representative free on request.

BY EXPLANATION.

Developing by explanation, though often confused with the preceding two methods, stands as a distinct class. Here neither the

whole description nor a complete list of uses is supplied. Simply the distinguishing features or the points of excellence are brought to view as if to induce the reader to buy this in preference to others in the market

Illustration No 138

Barerjee's Facsimile Letters are real personal letters because they are printed through a ribbon and the names and addresses match exactly the body of the letter

By using them you can send out personal letters to your customers at much less cost than individually type written letters.

Send for particulars and prices.

BY ARGUMENT

Arguments should be used with proper caution as not to end in obstinacy. In this instance facts and figures are quoted and comparisons and contrasts made with prudence without reflection on other merchants

Illustration No 139

Time is Money

And Uniform Time throughout all the work shops and offices is essential. Our patented one Master Clock controls any number of Receiving Clocks and Time Recorders and thus every employee 'clocking in' registers to one uniform time of your establishment—a saving of time, temper and trouble.

Most suitable for offices, schools and colleges, factories and the home.

Any design of case or clock face can be supplied

A visit of inspection at our workshop is invited at any time on the week days

BY NARRATION

Lastly, a simple narrative form is made use of in developing the idea. When couched in a simple chatty style with due recognition of the tastes, conditions and needs of those approached, it is both pleasing and effective. Such narration of the story of your products will be interesting and productive of results.

CONCLUSION

The last part of the sales letter should seal the gradual winding up with a *clinger*, the nature of which has already been treated. Suggest what the reader should do in this case, ask him to have a trial free of all charges, send him a sample or show him a pattern, offer a clear guarantee and induce the reader to make an immediate purchase lest the *consignment* may be exhausted.

Do not however enthuse too long. Avoid extravagant offers. When your entire proposition has been presented and enthusiasm of your reader has been keyed to the deciding point, do not weaken your argument by additional phrases but close in good time. Here is an instance which gives all the points in good sequence and has a good timely closing —

Illustration No 140

' Found, a carbon remover that costs little and does much '

Dear Sir,

You've found it! An inexpensive mixture that does the work. It saves time, trouble, temper—and whole of your shining silver as the year rolls round.

You want this You need it *right away* It saves repair bills and engine troubles. It increases the power and speed of your car from the day you use it It's one of the few things that cost little and are worth a lot.

By mixing several common chemicals, bought at any drug store, with petrol, you have a carbon remover that goes right in, loosens all carbon in your cylinder and cleans the valve, piston rings, exhaust pipes and muffler

You don't lose the use of your car for a moment. The carbon remover gets in its work while your car is running And it does the job thoroughly

This means cash to you. It also means troubleproof car Your engine will develop its maximum power, run smoothly and pick up speed at a touch of the throttle You get the maximum mileage out of each drop of petrol used.

Send us small stamps worth rupee one in an envelope to-day An M O also will do. Get these right off in the mail and we will send you a full bottle of this money saving fluid, so that you soon see for yourself just what it will do

Every day you delay costs money

Yours truly,"

CHAPTER II

SELLING SERVICE

TWO BROAD SUB DIVISIONS

BESIDES catering for direct sale of merchandise the sales letters may be made the vehicle of offering one's services investment policies, real estates, properties etc

To study the mode of construction of a service letter, the subject may be profitably divided under two broad heads namely those requiring manual labour and secondly, those requiring brain work It need not be mentioned that a sharp line of demarcation between the two is impracticable it being difficult to assign where one begins and where one ends

As illustrations we may, however point out that building, repairing printing decorating, etc , would not be perfect without manual labour and consequently make up the first group while writing of advertisement, surveying auditing accounting etc tax the brain more and fall under the second group

POINTS IN SERVICE LETTERS

The development of a service letter should take place on the line suggested in the ordinary business letters Care should be taken to have

the arrangement of the subject matter in logical sequence with no break in the link. The paragraphs in the body may follow the following order

- 1 Enthusiastic Opening
- 2 Presentation of Purpose
- 3 Arguments
- 4 Convincing Proof
- 5 Climax.

The body of the letter should conform to the above divisions as much as possible but nothing about the style and language of the letter can be mentioned in general. The text should be modified according to the service you offer.

DEVELOPING THE POINTS.

To help developing the points above referred to the writer would do well to ponder over the matter in the following three connected grooves

(1) What are needs of customers

(2) See if your services may be of any advantage to your customers and

(3) Finally try to convince them of the superiority of your service

The three above are of the prime importance in writing successful letters. You are to point out such needs of your customers as you are most fitted to fulfil with skill. This means a study of the characters, likings, ways of living etc. of the customers.

Moreover, the same letter cannot appeal alike to the businessmen lawyers, doctors, students, mechanics, workmen, etc. Letters addressed to each of these sections of people should be written individually to attain the greatest result. One may not be conscious of the need you refer to. By argument and convincing facts you are to arouse his interest and bring home the need to his mind and prompt him to action. In fact, you are to uncover the needs of the reader and speak out your thoughts in a homely manner which are more or less to be determined by surroundings, associations, social standing, etc. of the customer.

Having aroused the sense of need you are to hold out solution how this can best be met by your service. In passing it may be remarked that unless your proposition is made to the right person, at the right moment, in the right spirit, your letters will bear no fruit. The purpose of the letter should be to make the reader feel vividly a need and connect it with your capacity to satisfy it. Consider his interest from his point of view with enthusiastic tone, pervaded all through by sympathetic tinge and intelligent understanding of the matter.

Finally convince the reader of the high order of service you offer. You may point out how you are fitted by education, training, temperament, experience, etc., for the

particular line you mean to serve. The special distinguishing features of your services and details of the work may also be given proper space to.

TYPICAL ILLUSTRATIONS

This letter giving explicit details of how the Hospital Association Service is handled will be interesting.

Illustration No 141

It means many things for you

A doctor whenever you need one, at your home, at your office, at the hospital—anywhere,

A trained nurse whenever you need her,

All medicines and surgical dressings prescribed by your physician,

An ambulance whenever you may need it,

Your hospital bill all paid,

A whole year's protection for you in sickness or accident.

And no examination no fuss no red tape, no trouble to you—all you pay is \$ 10 for the whole year—\$ 16 if you are married \$ 4 for one child, \$ 3 for each additional child. And you needn't pay it all at once but can pay in small monthly or weekly instalments, whatever is easiest for you.

A DENTIST'S CIRCULAR.

Here are extracts from an excellent service letter sent out by a dentist which convinces because it shows such a keen understanding of what the reader wants

Illustration No 142.

If your teeth or those of any of your family need attention right now, I will be glad to examine them and give you a frank, honest opinion, free of charge

So many physical ailments are due to imperfect teeth, that it is unwise to neglect the smallest trouble of this kind, especially when you have a dentist right in the neighbourhood, and can easily remedy it before greater damage is done, both to your teeth and your general health

A COLLECTOR'S PLAN

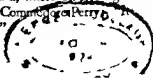
Another type of service letter comes from a collector, who has a special plan that convinces because it distinguishes his methods from the ordinary

Illustration No 143

Now—no matter how busy you are no matter how big or important your other mail that came with this—make up your list of long dues right this minute

Get 'em off your books, off your mind, off their consciences For they have consciences, and we'll show you how easy it is to reveal them Ah, yet, our system of collection never fails to locate the conscience and the cash

Through efficient, earnest, enthusiastic effort, we have perfected a collection service that goes farther than any other And, where others might leave off, our system is like Commodore Perry's—it has not yet begun to fight!"



A WRITER'S SERVICE

An editorial and writer's service—convinces by telling what has been done for others

Illustration No 144

And listen! We know, by long experience, there are lots of men and women really unconscious of their own ability, until our reading of their manuscript *discloses the groundwork of a genuine literary gift*. That elusive, strange poser oft slumbers within them, all unawares. Or, if they are aware of it, more often the ambition is but half-awakened, as is manifest in the 'script they write—until an intelligent reading at experienced hands, and the pointing out of certain simple faults of technique, unexpectedly turns on the broad searchlight of realization.

And from that day they begin to write, write, write, with a strange, new, wonderful fire, a freedom and a mastery of description that astonishes all their friends, loved ones, and delights the 'script buyers who are eager and anxious for the stories and plays of new writers with all their blithe, vivacious new ideas, youthful colouring, unique plots, and novel things

CHECKING THE LOSS.

We are reproducing in full a splendid service letter that (1) uncovers the reader's need, (2) links that need with the writer's ability, and (3) carries unmistakable conviction

Illustration No 145

'Warning' Look out for the little expense mice that gnaw holes in your profit"

Dear Mr

Beware of the need ess leaks! Catch the unexpected losses

No matter how sure you are of your books of account, little elusive drains are costing you something every day Let us prove this to you We can come into your office right now and point out many vital economies you can put into effect at once

Like other busy men you're too close to your business to see these defects losses So are your employees however efficient It takes somebody from the outside You'll acknowledge that

Your clerks are honest competent hands! But they've had little opportunity to study the newest loss-checking things in accountancy, the minimizing of your overhead

We can save you a thousand times the cost of your service And we can do it *right away* Your business may be economically run but it should be *absolutely loss proof* and we're ready to make it so Where we've made audits, the system is perfect, the expense is scientifically *held down* Let us go over your books and do the same for you

Find out at once what this examination would mean Mail the enclosed card to-day It merely brings us to talk things over Not the slightest obligation! And our visit will result in suggestions you'll appreciate

Fill in the card. Mail it now. It's a money saving move. You'll be glad you made it.
Yours for Efficiency and Economy.

INSURANCE POLICIES

In order to sell insurance policies the vital need is to reach as large a number of prospects as possible and have their interest so stimulated as at once to stir them to action. He must be appealed to (1) through sentiment by holding up a picture of how helpless his dependents will be if they are left without any means of support, (2) through self interest by discussing the financial advantages of the proposition, (3) through reason, and finally (4) through pride by pointing out that no foresighted thinking man is without such policies.

We give below an example —

Illustration No 146

Dear Sir,

If a man told you you didn't support your wife and children, you'd be ready to knock him down. Yet if you die without leaving any insurance, that's just what you will have done. Your dear ones will be unprovided for. They will be left out in the cold. They will be dependent upon others.

And you, the kind father, the loving husband who denied them nothing in your life—who gave them your all, willingly—you will have left them in just that fix. Not because you meant to do it, but because you were just a bit thoughtless. You didn't realize life was so uncertain.

Stop and think a minute. The "Flu" epidemic has proved that the healthiest men are sometimes the quickest to go. Their lives are snuffed out like a candle—sometimes in a few hours—

Influenza killed thousands—

It left thousands without support—and these unfortunate people might have collected insurance money all their lives.

You are now alive and well. Everything is all right as long as you are here to provide for your family. Insure while you can. Protect your loved ones against the uncertainties of Providence. Don't be the man who would't listen. Insurance is vitally important to your family's future. Now is the time to act!

Fill out the enclosed card. It is more important to you than it is to me. I have the right policy for you, at a price you can afford. You will never be sorry you took this step to-day.

DEVELOPING ARGUMENTS

In the letter above you are merely trying to get an inquiry from the prospect showing him the absolute necessity of the life insurance as a whole—not of any particular life insurance. Next comes the business of following up your inquiry getting letter with the strong reasons why the insurance you offer is the best that can be had. Here is your sales talk. Tell what your policy can do. Tell what it can do for his particular case. This gives the much desired individual touch. Write your letter

skilfully along these lines, following the points as we have suggested —

(1) The elements of the model letter

(2) The logical arrangement of your subject matter

(3) The argument—arousing your reader to his immediate need of insurance

(4) The clincher—the particular adaptability and superiority of your policy

If you follow these points carefully, you will be surprised at the good results

This may, however, move to action any prospect who does not carry any life policy, but when a prospect already carries life policies he should be approached with different propositions. He should be convinced that the amount insured by him is quite insufficient and so forth, he can be asked to make endowment policies if he already holds life policies and vice versa

Below is given an instance of a Life Insurance letter (an actual circular from a U S A Company) that fits man who carries no insurance as also the man who carries some

Illustration No 147

Dear Mr Brown

A sensational new life insurance contract has just been developed that combines all the best features of all the best policies rolled into one. It's the marvel of the age, backed by 150 millions of

assets Its liberality, its broad, daring features will amaze you It does things no policy ever did before And with all its wonders, it is low priced. *Think!*—it pays wife 5 per cent on principal sum for life,

—and she gets \$ 50, \$ 100, \$ 200, \$ 500 a month in advance ,

—at her death, the full amount of the policy goes to your children or estate,

—also covers you against accident and disease,

—and your wife gets double, and your children get double, if you meet with fatal accident,

—if disabled by accident or disease you pay no premiums, but the company pays you a monthly income for life,

—yet what you draw doesn't come out of the policy,

—and your wife also gets her 5 per cent for life just the same, and your children get the full sum when she passes away

This new policy is a masterpiece of insurance No thoughtful man can overlook it. It makes every other policy seem obsolete, narrow, small Every alert business, professional, salaried man and wage earner must get this startling new contract. He's cheating himself unless he does !

You will reproach yourself if you don't investigate it, no matter what insurance you now carry So I've arranged to give you complete information

about this policy with the least waste of your time and mine. Fill out the enclosed— Mail to-day

You're not doing me as big a favour as you're doing yourself. The policy will prove it.

Sincerely yours,

THE ALL-IMPORTANT PROBLEM.

Here is the first and all important problem of the insurance-selling letter at what particular views and ideas, at what phase of human nature, must the letter be aimed? For the insurance letter is a personal matter. It appeals to personal traits. It is not so absolutely a business proposition as selling a box of collars, or inducing a man to paint his house. In an insurance letter you approach him largely through.

(1) His sympathy

(2) His natural affection for those dependent upon him.

(3) His self interest, show him it is a sound investment.

(4) His sense of logic. Make him see the folly of remaining unprotected

(5) His interest in what is newer and better. Set forth some feature of your policy that is distinct and unique

(6) His sense of values. Set forth the unequalled benefits revealed in the terms of your policy

(7) The value of his time, appeal to the busy man who wants insurance, but is too occupied to go after it

(8) His liability to death, fire, or accident, which is probably the strongest appeal of all

SELLING PROPERTIES

To effect sales of farms, gardens and buildings, etc., nothing is more important than well written sales letters. Inform the prospect the minutest detail of the estate so that he may have an accurate picture of the whole in his mind. If it is a building, state its area, plan of building, air and light, location, conveyance and other facilities, surroundings, etc. If it is a farm, mention its area, nature and yield of the produce, facilities of irrigation and transport, etc. One of the greatest mistakes is to overlook these minor points. Nothing in fact should be left by the writer to be taken for granted. The distinguishing and important prospects should be narrated with consummate prominence and forcefulness.

Business property also often changes hands. The main thing to be borne in mind in this instance is to conjure up the big prospects of the business, the stocks in hand, the assets and liabilities, the class of customers you command, the reason of your disposing it of and so on. The splendid situation of the business, the low price at which it is offered, probable

returns from investments may be duly referred to

INVESTMENT LETTER.

Investment policies, securities, shares, etc., are often to be sold through the medium of letters. The main point to be laid stress upon in the letter is the stability of the capital one invests, the feasibility of receiving the invested money at any time he likes, the high percentage of dividend which his money will win and the chances of further appreciation of the value. Greatest emphasis should, however, be paid on the safety of the capital and the interest and the reliability of the proposition. The small investor who has managed to save a small sum of money and wants to invest it sees, first of all, if his money is secure even if no high interest is available while men with speculative turn of mind can even undergo a little risk in anticipation of a big prospect. The letter and prospects should be modelled as to interest both kind of investors.

CHAPTER III

FORCING FUTURE BUSINESS

A REGULAR CAMPAIGN

A MODERN business house does not and should not rest satisfied with conducting the current volume of business. It should take up a regular campaign of work to popularise its goods in the market and give them wider and wider publicity, however, well known in the market they might be. Many business firms have been found to come to grief on stopping their publicity work when their goods have once obtained popularity. A field for future business operation is to be created by the organised efforts of the present day. Many fail to see the utility of this, but the records available of the big business houses supply indisputable evidence that the constructive schemes of the past have led to the expansion of their present business. It now stands as an axiomatic truth that future business of a firm depends in the same sense on the exertion and organisations of the present times as the present volume of business does on the manoeuvre of the past. In short the aim of all houses should not be confined to satisfying the demands of the customers but should include the onerous task of enlisting new ones.

by holding out prospects of greater and bigger service.

OFFER OF SAMPLES

Offer of samples is the first element in the successful preparation of the field for future business. The letter accompanying such sample should enkindle in the reader an enthusiasm to look for the sample and open it with interest and concern.

Illustration No 148

Found out at length! A toilet preparation that excels all classes of toilet-snow of even the best foreign manufacture.

We send you a sample bottle of this new preparation that is now running in the market and when you try it you will certainly appreciate the quality.

The literature accompanying the sample carries a message that is readily understandable—how to equip your toilet board in the most up-to-date and economic manner.

The accompanying sample will give you the most practical demonstration of the immense soothing effect it produces on the skin—even the most delicate.

We await your command and if the threat of the coming winter has anything to trouble your skin, you cannot delay your decision.

OFFER OF PREMIUMS.

Offer of premiums and other advantages in selling goods induces many men to go in for

business and produces the best elements for the preparation of the successful field for future business. Below is given an instance of how extra saving can be effected by coming to shop early.

Illustration No. 149

Dear Sir,

Here is something intensely interesting—a bargain that calls for immediate attention of all the frugal house holders.

We offer you absolutely free one Muga shirt if you purchase from our store four such at a time. We have recently secured a big stock of the very fine Assam Muga cloth and before the summer purchasing season falls in, a big opportunity is presented before you if you effect your purchase now before every man rushes in.

We want you to pay us a visit. And at your very earliest opportunity. We want to give you the fullest advantage of a wide selection. And we want to prove to you the tremendous saving we are able to offer.

On every order you place with us on the Assam Muga—may it be the shirt or the complete suit—you can make a saving of 20 per cent. if you don't delay in coming to us. Moreover we undertake cheerfully to refund the money on all goods not satisfactory.

Trusting that you will come to see the wonderful stock very shortly, We are

Yours for economy,

INVITATION TO TAKE A JOY RIDE

The following is an instance of an ingenious letter which is a common method of approach in creating a future field of business in the automobile trade. It is all the more effective as the letter is written with simplicity and restraint with no strenuous effort to exploit the merits of the ware.

Illustration No. 150

Dear Mr. Dutt,

This is a cordial invitation to you to go for a ride in a Peerless automobile.

Will you be my guest for a little spin upon the assurance that it will not put you under the slightest obligation?

Furthermore, I promise that under no circumstances will you be importuned to buy. In fact, I won't expect you to buy—I simply want you to get acquainted with the Peerless. It has proven to be a self-selling car. And after you have ridden in it, if you do buy a car later on, you're not likely to choose another make.

Simply I make these few observations, purely on your own account, for your present information and future guidance as to what the Peerless really represents in modern motor car construction and value.

Upon these may I hope you will ring when the trip will be convenient?

Yours very truly,

CHAPTER IV

SECURING TESTIMONIALS.

UTILITY OF TESTIMONIALS

SECURING testimonials is a wonderful job and every one knows how those little certificates broaden the foundation of future business. This in itself is an established business in Europe and America and there are people in those countries who amass their fortune by securing testimonials for marketable preparations.

PLAN A SERIES

The testimonials are generally secured by a series of letters between the testimonial getters and the big people whose certificates count. In the first place samples should be prepared and sent to the selected list of men from whom testimonials are required together with a letter, a model for which is given below —

Illustration No 151.

Dear Sir,

A wonderful thing that is now being manufactured by the National Drugs Ltd, is the sugar coated Tea Tablet that is destined to replace dust tea and all the troubles of preparing it for the cup

Indeed it is a thing that combines all the freshness and flavour of the best tea in the market with proportionate fineness of sugar and milk made into tablet with the result that only by the addition of hot water the refreshing drink is made for immediate enjoyment. The sample phial enclosed will prove this to your best satisfaction—even more.

The manufacturers are preparing to get up some very handsome catalogues, circulars, etc. which they will have printed in lots of 10,000. They will also use the highest class magazines, and newspapers in advertising their goods. Only the very best people, in various walks of life have been favoured with sample packages, and testimonials will only be used from people of national reputation. It will be a real honour to get into the announcements of The National Drugs Ltd., with a testimonial. It will be clean and high class.

May we not class you one among them?

This might or might not produce some response. However, the manufacturer must be ready with another letter in a week.

Illustration No 152

Dear Sir,

I am writing you personally to-day to enquire if my first letter together with the sample of Tea Tablet duly reached you. I am absolutely sure we have an article here that has something vital to do with decreasing the immense trouble and loss of time that the people of the world has to run through for the preparation of their per morning drink. I

trust the preparation is being used and is proving to you what I claim for it—as is the case with several well known people I have just heard from

If the first package pleased you and another is desired for confirming that satisfaction I am prepared to send you a second phial

In the meanwhile as the proposed literature is being prepared I am anxious to have your opinion of the preparation

This will prepare the recipient and influence him to consider the certificate, and the offer of publishing the name in the high class and widely circulated catalogue, will generate in his mind a desire for action. A third letter at this psychological moment will be most valuable —

Illustration No 153

Dear Sir,

While I am keenly waiting for your opinion I am receiving lots of letters from persons who received the sample package, testifying most highly as to the real merit of the novel preparation.

The catalogue is about ready to go to the press and a line from you even now would be more than appreciated

Yours very truly,

This is likely to secure a few good testimonials. As fast as several testimonials come in they are photographed and plates are made. From those neat impressions are taken and sent out together with the fourth letter

Illustration No 154

Dear Sir,

Important letters highly testifying the merits and conveniences of the Tea Tablets are coming in lots from people who count in our country. You are now one of the very few we are waiting to hear from

The proposed catalogue is already with the printers and the illustrations and facsimile letters, specimens of which are enclosed herewith, are nearly ready

Our catalogue is intended to be complete with opinions from people of national reputation and as such we value your opinion so much as not to miss it.

We wish you to take the important step now—to-day

Yours etc

CHAPTER V

FOLLOW UP

UTILITY OF FOLLOW UP LETTERS

TO a businessman who is in the market to create a field for his wares or effect direct sales to the consumers the utility of the follow up letters cannot be too much praised. A single sales letter cannot generally interest the prospect specially if the article or the proposition is little known or has no particular reputation. Even for an established product a follow up letter may sometimes be found desirable and profitable.

Two classes of follow up letters are generally required. First when direct sale is desired and secondly when the object is to keep the name of the article before the public eye.

ARRANGE A WELL-PLANNED SERIES

The either class of follow up letters should be arranged in a definite progressive series comprising from three to six or more separate messages according to the need of circumstances. The first letter in the follow up series should be the letter which is to be followed up—that is the first letter sent in answer to an enquiry or the first selling or

collection letter. In other words, the series must be logically planned from the very beginning if it is to have the desired effect. It is the failure to appreciate this fact that explains why many really good follow ups fail to produce the desired results.

While it is not always possible to plan a complete selling campaign in advance, it is both possible and reasonable to plan the general principle, leaving the details to be changed as would be dictated by circumstances. As the prudent business man insures himself against loss by fire or theft, so the good business correspondent should insure his selling campaign against failure by taking thought for the morrow, and preparing the way in his first letter for other letters that may follow. Indeed, so great is the cumulative effect of a properly planned series of follow ups, that the best men in the profession make it a rule not to use every argument or induce ment in their first letters but to keep some shots in reserve for the need that they know will arise. Cautious foresight wins many a business battle that would otherwise be a disastrous defeat.

There is a bit of selling psychology in this that is worth considering. Many persons make it a fixed, if unconscious rule never to respond to the first attempt to enlist their custom. They may be slow to arrive at a decision, overcareful in judgment, distrustful of

themselves or of the wily salesman or just mentally lazy, and they have been trained by the mail order salesman to sit back and wait for a better proposition. It is no longer considered good business practice to follow up the original proposition with successive cuts in price. Such practice is manifestly unfair to the first purchaser and stamps the house as trying to get an unreasonable price for its goods. It is considered proper for a follow up to extend the term of a limited offer, to make special concession in the manner of payment, to send goods on trial or approval or to resort to other selling methods that at once maintain the dignity of the seller and suit the convenience or whim of the buyer. It remains, therefore, for the writer of follow ups to exercise his ingenuity in presenting his proposition in new lights.

PLANNING THE FIRST LETTER.

In a series of follow up letters the first should confine itself to making a strong, clear but brief statement of the proposition depending for much of its selling force upon the actual value of the goods offered and the explanatory printed matter accompanying it, it should leave to the follow ups more detailed expansion of the general line of argument. Each follow up should contain an additional reason why the reader should buy, reinforced perhaps by the experiences and opinions of others who have already purchased.

It is not wise however, for a first letter or any of the follow ups to suggest that it is one of a series. Each letter in the series should give the impression of finality either by fixing a definite time limit, by predicting early exhaustion of the goods offered or by its tone and its insistence upon quick action. Never upbraid the reader for not taking advantage of previous offers or even make any passing reference to them. If there is a sound reason for haste on the reader's part the follow up may properly refer to the original offer.

PRESERVE A NEW VIEW

The follow up that is most effective in the majority of cases is the one that gives the reader a new view of an old situation, a new reason to accept an old proposition. Such a letter is handled much like a first form selling letter except that it is shorter and terser in order not to weary the reader. It requires the same care in the handling of its opening and closing paragraphs, and it may resort to any of the tactics that will give it individuality and induce the recipient to read it through.

Let us prepare a series of letters including the first letter on the sale of an inspiring Book—*The Greater Achievement*

Illustration No. 155

'Dear Friend,

Stop and read this letter—no matter how busy you are. You may be deeply grateful that you did.

We have published a Book that means world to you

Every man, every woman, indeed every student, should read "The Greater Achievement," no matter what his or her life work may be. This wonderful book shows you how to be more, have more and do more. It is rich with priceless information, valuable advice, great surprise inspiring truth. It is the book you should read right away.

It tells the great helpful thing that books rarely tell. It is a revelation. A book of thousand wonders.¹

It shows you the road to prosperity, health and happiness in ways without end. It's for the man or woman who has groped in the darkness of uncertainty—who has wondered, wished and wanted—who has longed for success and well being and contentment.

"The Greater Achievement" is making new people every day. It comes into your life like the dawn of a new day. It is a flood of clear light that dispels darkness and builds new courage and fresh hopes from the hour you read it.

This book means more to you than any book you ever read. Although the price is Rs. 5 we are sure you would not take Rs. 500 for it after reading.

We enclose you an order blank, fill it up, writing your name and address very plainly, so that there be no mistake. Then pin a five rupee note to the order blank and send it to us in the enclosed self addressed envelope.

We know you will be overjoyed with the contents of this wonder volume. In your boundless enthusiasm you will be eager to lend it to all your friends and want them to enjoy the many inspiring things you have discovered.

Send your Rs. 5 for this book to-day?

It is beautifully bound, gold lettered, illustrated. Mailed postage prepaid for Rs. 5. Don't wait! You will always be glad you took this step. You need this helpful volume now!

Yours sincerely,

Illustration No 156

'Dear Friend,

Our object in writing you again is to prove that our proposition about "The Greater Achievement" is something more than the mere money-getting idea.

I do not know whether you will believe me. I hope you will of course, if you won't you won't. It is just a simple little question of *faith*.

It concerns merely a book. And it concerns Rs. 5. I have the book, you have the Rs. 5.

You can believe me or not—but nowhere in all the world is there a book that will do for you what this book will do. And *right now* for a thousand reasons, for your sake, and for the sake of your entire future, for the love of your health, happiness, peace of mind, pride, principle and your whole life's ambition, you should get hold of this book, at the earliest possible moment and burn into your brain, into your very being every thought it contains.

The book as you already know is called "The Greater Achievement" and describes the factors of personal power required in the greater achievements in business and social life. It shows also the ways by which any man can advance himself to wealth and power. This book will grasp you by the hand, look you in the eye, and start right off to tell you in plain simple language exactly what will bring you the thing you want in this life.

It can and will point out to you just where you may be lacking in your business make up. It will tell you all these things clearly and truthfully, because it is frank and forceful and unafraid.

This book will surprise you in a thousand ways by explaining things, you may have noticed in other successful business men—in their methods—things you have often pondered over.

It will lay bare before you all the deep decisive truths you must firmly grasp and for ever make a part of your business self in order to do, to dare, to dominate.

You must get this book. You should get it right away. The price is Rs. 5 as I have said. An order blank is enclosed. Of course I want your money with the order—but I am downright positive you will be for ever glad you parted with the money.

That's all I have got to say. It's up to you, Sir,

Yours sincerely,

The third letter reminds the reader that he has not answered the previous letters. Probable reasons have been suggested for this

failure to respond including among them the price of the book. It avoids a sensitive point in the reader by suggesting that price cannot be the reader's chief concern yet proceeds to overcome any possible objection to price. Immense value of this book to the reader has been emphasised.

Illustration No 157.

'Dear Friend,

You have not answered my letter about "The Greater Achievement." May be it's the price—but whatever it was let me say this. Every day you miss reading it, you are missing big chances in business—golden ideas, rich opportunities, cashable methods, profitable suggestions, clean cut solutions of problems constantly confronting you, things you need in your business battle, things you have longed for.

None, to be perfectly frank, it won't make a great deal of difference to me if you lose this chance of reading "The Greater Achievement"—but it will to you.

"Oh, yes," you say, "he just wants to sell me his book and get my Rs. 5." Of course I want to sell it and of course I want your Rs. 5.

But

What man of flesh and blood, ambition and ability even let a five-rupee doubt cheat him out of a rich mine of big ideas?

Why, incredible as it may sound, I am doing more for you by sending you this book than a man

who would hand you Rs 500 in cash to-day. In "The Greater Achievement" there are secrets of turning the tide of things in your favour, and turning it now, now, now. Not five or ten or fifteen years from now, but to-day.

Laugh at the man who tells you money and fame are just luck.

Listen! There really is a well-defined system, whereby other men rose higher and you can. And "The Greater Achievement" proves it all so clearly that anyone would grasp it.

"The Greater Achievement" opens new avenues of accomplishments. It reveals, it arouses, and redoubles your energies, giving you purpose and power.

All this may sound exaggerated, but the book is here to prove all claims of what it will do for you. The thing is sure—if you send for it immediately, if you get this Rs 5 remittance for "The Greater Achievement" in to-day's mail—I guarantee you will always consider this the best Rs 5 investment you ever made.

Sincerely yours,

Such a letter is bound to be compelling in its appeal. It has the qualities that the strong follow-up letter should always have.

Master this business of the follow-up letters. Its value is unlimited. Plan your correspondence to include it.

PART VII.

**Mercantile and Mail Order
Letters and Methods**

BROADENING THE BUSINESS

CONTENTS FOR PART VII

CHAPTER I—Organisation of Agents

Need of Agency Letters—Application for Agency—
Duties of a Would be Agent—Application for Agency
—Another Form

CHAPTER II—Principal to Agents

Inspiring the Agents—Letters Offering Agency Business—
Reply to Agency Application—Another Form
—Letters to Firms Seeking Agency Business—Educating
the Agent

CHAPTER III—Educating the Agents

By Letters—Letters to Prospective Agents—Letters
to Create Enthusiasm—Letters to Speed up Sales—
Letters of Criticism—Introduction of New Goods

CHAPTER IV—Letters to Dealers

Message of New Business—A Typical Letter—Another
Form

CHAPTER I

ORGANISATION OF AGENTS

NEED OF AGENCY LETTERS

HOWEVER much a business house, or a manufacturing firm wishes for expansion of trade, it cannot identify itself with all its activities. It cannot sacrifice efficiency and concentration in favour of diffusion which is accompanied by loss of control. Besides this there are other reasons why even a big business house cannot transact business all by itself. The manufacturers as well are so much absorbed in the manufacturing of their output, that they cannot find time nor have they the inclination often to carry on a selling propaganda to push their goods in the market. Business houses often operate through branch offices which have been organised at different localities and there business is conducted by office managers under the direct guidance and instruction of the proprietor or the chief manager. But over and above these there must be other ways of popularising their goods in the market. Herein comes in the function of the agents or representatives who mainly deal with the head or branch offices through the mail, thus arises the need of drafting agency letters.

Agency letters so to speak may mainly be classified under two heads, *viz.*, those from the principals to their agents and representatives^s and those of the agents to the houses. It will be seen from what has been said already that agency letters aim at better business^s by popularising the merchandise of the manufacturers and import houses and business firms. That means the agency letters may be grouped as a particular kind of sales letter inasmuch^h as their objects do not in any way differ from those of the sales letters.

APPLICATION FOR AGENCY

An agent to do his business successfully must be a good salesman with various resources. He has to conduct the selling campaign which the manufacturers do not like to perform themselves out of pressure of work, or out of reluctance to keep fresh staff for the management or due to the distance of the place where the goods may catch the fancy. He may in his turn appoint sub agents and representatives to help him to fulfil the contract.

It is quite natural that the principal or proprietor of a firm in awarding the authority of agency would prefer a good business man with business experience in the line to a novice in the field. He would rather desire to enlist the services of a respectable firm with good references so that he may rest assured

that his interests are in safe hands and that he can expect good and secure returns by mutual transaction. He would thus want a recognised and pushing firm as his agent even if he has to offer more lenient terms to him.

DUTIES OF A WOULD-BE AGENT

Hence the first duty of a would be agent while writing to the manufacturer for the agency should be to dilate in a glowing language, on the following —

(1) The prospects of having his goods represented in the locality should be explained. Show how his interests will be best served by having representation there. If there is no competitor in that line at that place, refer this to him and offer him, if possible, the new developments and attitude among the people to hold out new prospects for such commodities.

(2) Having awakened the interests of the manufacturer you would turn to the second point, i.e., connecting his interests with your services. Narrate the kind and nature of business you conduct, your experience in the line, your hope and expectation as regards the agency.

(3) The next point on which to write is the explanation of the terms of business. It is, however, better to leave the settlement of terms to the other party but a possible way of

settling the terms to mutual benefit may be made

(4) Finally close with acknowledgment of courtesy and assurances of the best services

Above all in your application try to show by some personal touches that you are the fittest person by virtue of your temperament education and experience to handle the trade. The letter should carry conviction to the receiver and conform to all the requirements of a good letter as regards style, forcefulness and simplicity

APPLICATION FOR AGENCY

The following letter may serve as a guide —

Illustration No 158

'Dear Sir,

The quality of washing soap you are marketing in Calcutta interests me. I wonder why such article should be so much scarce in Madras where use of soap by the people is rather more extensive than in any other province

Possibly you have not hit upon a suitable representative in this Presidency who can push your commodity profitably in this market. I am in the soap business for a pretty long time and have secured connections in all the principal towns throughout the Presidency. I am willing to represent you in this market and if my representation is accepted my long experience and wide organisation will be at your service

I am willing to represent you on commission basis on the sale of a minimum quantity every month return of sale being rendered every week regularly Payment to be made every week together with the return of sale

As to my credential I would refer you to the Scent Manufacturing Co of your town with whom I have business dealing for a pretty long time and who will tell you of my capacity to push new articles in this market.

I hope you will decide to let me serve you

Yours very truly

ANOTHER FORM

When the application for agency will be in reply to an advertisement in a newspaper the following may serve as a guide —

Illustration No 159

‘Dear Sir,

Your announcement in the National Daily regarding your stove attracted my attention and I feel I shall be keenly interested in pushing your commodity in this market.

I am already representing several foreign manufacturers and have a number of regular wholesale buyers in the out station who get things at this store regularly and are satisfied with our dealing

If I can find a country made article of the quality of the foreign manufacture, I am sure I can push it through our market

I am willing to work on net fixed price basis
Payment to be made at 45 days' sight of the invoice, freight to be included in the cost.

If you are interested in my proposal I shall be ready to hear from your side immediately.

Yours truly,

CHAPTER II

PRINCIPAL TO AGENTS.

INSPIRING THE AGENTS

AS it is not possible for any big firm to handle a variety of articles selling through agents is the most convenient and profitable way to create an extensive market

Some of the firms are so well placed as to be able to secure good agents who are capable by force of character and application of giving an initial impetus to the business, which it so much requires for successful progress

But the best way to get agents is to advertise in papers This will secure from far off places agents who are capable of being properly trained This must be done by letters tactfully written

Newer and better methods of salesmanship need also be taught to agents sent out to places to popularise goods in the face of unprecedented odds amidst people of different nationality and custom Letters are frequently the only method to convey to them the new ideas for sale which the principal desires to impart to the agents for better business

One of the prime requisites in such letters is tact and these should besides contain sales education and general principles, laws and

ethics of salesmanship. They should at once be friendly, warm, informal and enthusiastic. In such cases success of the agents and consequently of the firm depends more upon how these letters are effectively written.

The letters to agents are regular sales letters in some respects but these are something more than sales letters. Besides awakening and sustaining their interest in the sale of the goods, it must be impressed upon their minds that it is on them that the reputation and credit of the firm depends.

LETTER OFFERING AGENCY

Just as prospective agents apply to the firms for ordinary, sub or sole agencies, the man at the head of a firm has to induce business firms to take up agency of his products. This is done in most cases by sending out circular letters and follow ups when necessary. In such letters you talk of the excellent qualities of your products, the keen demand for them in the market and hint that it will be a desirable line of business to carry on. As such these letters are more or less sales letters and should be written as such.

REPLY TO AGENCY APPLICATION

We give below a letter being a reply to the application for agency given in the previous chapter.

Illustrations No 160

Dear Sir,

I have the pleasure to accept your offer of agency for the sale of our stove in your market and I am sure if a right kind of salesman push it he will be able to replace all the foreign manufactures that rule the market now

Indeed our stove is manufactured with up-to-date machines, from thick sheets and selected materials, and tested with such scrupulous care that no defect can escape.

It is a ready seller and our guarantee of replacing defective ones even after use for some time arms the seller with confidence in the goods he sells.

Our and our sale on a net fixed price basis is indeed advantageous to both of us but I regret 45 days' credit is too long a term. I can offer you a 21 days' term so that you can remit the amount of the Bill to our Banker in 21 days of your acceptance of the Bill.

The reference you quote is satisfactory and if you accept the terms of payment I shall send you the first consignment.

Yours etc.

LETTER REFUSING EXCLUSIVE AGENCY.

The following is a reply to the same letter but in this the application for exclusive agency is refused:—

Illustration No 161

Dear Sir,

This will acknowledge the receipt of your letter of We would not consider it a good business proposition to grant you the sole agency for the sale of our stove in the vast province of , unless you were to agree to order a certain number of articles annually The agreement is to carry some sort of provision that orders would be spread over the year in order that they would not be bunched at any period but would be spread out in order that we might have a steady outflow from our plant.

How many stoves do you think you can dispose of during the coming month? On hearing from you in this point I shall reconsider your application

Otherwise, if you desire to work as ordinary agent I can offer you an agency commission of 5 per cent and $2\frac{1}{2}$ per cent on cash payment on our scheduled wholesale rate The enclosed terms to agents will give you other informations

Yours etc.

LETTERS TO FIRMS SEEKING AGENCY BUSINESS.

When a business firm the manufacturer of the stove offers agency to another business firm which sales by advertisement such agency, the following letter would be serviceable —

Illustration No 162

Dear Sir,

We have seen your advertisement in your local paper that you are open to entertain offer of agency for a country made stove. We call your attention to our stove.

This is manufactured in this country by Indian capital, supervision and labour, and with such scrupulous care that every part is subjected to severe test before being placed in the market. Our dealers can sell this stove with the confidence of selling a right thing. Such confidence has never yet been shaken.

We enclose herein a discount list to the trade for the various kinds of stove we manufacture. We shall offer you an initiative rebate of 5 per cent. over the usual discount and shall continue this rebate if the orders from you sufficiently guarantee this.

We desire you to mention two Calcutta references. To the new party our term is cash on delivery but as our relation matures we can offer better terms.

Yours etc.

EDUCATING THE AGENTS

After the appointment of agents and settling the terms of business with them, the most important task for principal's is to educate the agent. We deal with this in the following chapter

CHAPTER III

EDUCATING THE AGENTS.

BY LETTERS.

THE letters to the agents with a view to educating them in promoting the sales, may be classified, according to the purpose these are intended for, into the following grades (1) Letters to prospective agents (2) letters to create enthusiasm, (3) letters to speed up sales, (4) letters of criticism and (5) letters introducing new merchandise. Let us take them one by one.

LETTERS TO PROSPECTIVE AGENTS

The following paragraphs show how prospective agents should be educated in the matter of sales —

Illustration No 163

'Test, test, test reveals the triumphant merits of the Relief Stove. That's why it is sure to please and is self selling. There are lots of money for you right now in this proposition if you will carefully read the enclosed literature and write to us at once, freely and frankly, just how you feel about taking up the sale of the Relief Stove.

We are willing to co-operate in every way with the right kind of live, rustling, resourceful people

who can go out and create business and we will later have a very interesting territorial proposition to offer, with general agency. We want some one in your locality who is chokeful of energy and enthusiasm and we want him right away. He simply cannot help but do a rattling big business in Relief Stove.

If you are that man, get busy to-day and let us hear from you, better get your letter off in to-night's mail.'

LETTERS TO CREATE ENTHUSIASM.

In writing letters to create enthusiasm in our readers are referred to the suggestion on that head in our previous section. Show him that there is big money awaiting him which he may acquire with this simple sense in business and ability.

We give below an example which demonstrates how an inspirational letter may be made to render wonderful help to the agents —

Illustration No 164

'I personally have faith in your ability to make your sales this season surpass all former showings. I am anxious to co-operate with you through every business. Go after it with head, heart and hand.

You have only to put a firm foot down on all hesitancy, lack of confidence, or fear—put everything and everybody aside and go to it earnestly, eagerly and intensely, with every inch of your manly resolve.'

LETTERS TO SPEED UP SALES

Letters to speed up sales convey in view point something more than those for creating enthusiasm. In addition to the essentials needed for the above, the letter should give practical suggestions regarding salesmanship and better principles of business. You may here give them verbatim copies of letters from the net work of agents in the country. You give their experiences and suggestions to those who need them most and above all sustain interest in them by indicating what prospects await them and how others are faring in the line.

Here is a portion of a letter which demonstrates exactly how this speeding up process may be handled —

Illustration No 165

‘He who has lost confidence can lose nothing more. He who has found it can win everything.

For it is not altogether the article you are selling—it is what you make of it. It is the value you build in the prospect’s mind. It is the picture you weave in his brain that makes him buy—whether it is a safety lock or something else worthwhile.

And I know, too, that you have the enviable spirit of self rivalry. You want to do better in the coming year than you did in this. You want to climb higher, reach out into broader fields, lay bigger plans for your sales during the coming

twelve months. You are handling the best article in your line—anybody can buy anywhere—something that laughs at competition and challenges it to produce a superior

LETTERS OF CRITICISM.

Occasions also arise for the manufacturers and business firms to send letters of criticism to their agents and representatives. The principle underlying the same must be constructive and not destructive. The tone of the letter should by no means be provoking and discouraging. The defects in their system of working should be pointed out, while newer ones and profitable ones should be suggested in a most congenial manner. You may also draw their attention to the points you want to impress upon them by writing to them what some other agent is doing to improve his methods and increase his sales.

INTRODUCTION OF NEW GOODS

Last of all, the agents are to be approached whenever you want to introduce new merchandise in the market. Enlighten them on the great possibilities of the articles and the strong selling points about them. Such letters should contain all the characteristics enjoined for a sales letter in our previous chapters.

CHAPTER IV

LETTERS TO DEALERS.

MESSAGE OF NEW BUSINESS

RETAIL dealers who are not actually agents sometimes require to be "braced up" and a friendly message of encouragement to them in many ways is akin to the message to the agents. These letters to the dealers should be written with the view to introducing a new merchandise or to inducing dealers to put an article right in stock or to giving some new information about a line already in stock.

Such letters should give the dealer information about the quality and manufacture of the merchandise and suggestion as to how to present the article to the public. Remember that the customer wants to know the merits and value of the goods, while the dealer wants to know about their salability and a letter to the dealer should contain both the topics so that the dealer may be induced to stock and trained to educate the buyer.

A TYPICAL LETTER.

We give below an excellent example of a letter of the "dealer's help" variety —

Illustration No 166

DEAR FRIEND

Demand is the thing !

The enormous demand for our Tiger Brand products was built up not through persistent advertising—but upon the solid rock of sterling quality

Persistent advertising has helped indeed, but the pure, unadulterated quality of the Tiger Brand goods has indelibly impressed itself upon the mind of the users of the best, everywhere

The people know the real thing when they see it. You cannot fool them.

Now when you handle the Tiger Brand products, and you should handle the full line, no other dealer in your town can compete with you because we will not sell the jobber, your Tiger Brand profits are therefore your own as long you handle them. You are protected every day in the year against local competition.

This is the kind of the line you should carry

You really ought to write us about it at once

Tiger Brand articles are the most liberally advertised of any in the country. And all that benefit comes to you free

Let us hear from you—no* to-morrow—but to-day

ANOTHER FORM*Illustration No 167*

GENTLEMEN

Would you be interested in a proposition to take care of the "Footwear" trade in your vicinity ?

We do not have a dealer in your town at present and we know that there are people there who want "Footwear" shoes

These shoes are easier to sell to the average person than any shoe made—our advertising in every well known magazine, every month, keeps demand up everywhere

Our dealers in every section of the country say that our new method of merchandising has done more to help them make more sales and more money than anything any manufacturer has ever done before. Through our plan you can supply every need for good shoes in your town with a very moderate investment, which can be turned over very frequently. Everything which has made the retail shoe business unprofitable and uncertain is eliminated.

We would like to tell you about the Retailers' Reserve System and will send full information and our new spring and summer catalogue if you will mail the card. You have our assurance that we will not write to any other dealer in your town until you have had ample time to consider our proposition

Very truly yours,

PART VIII.

**Mercantile and Mail Order
Letters and Methods**

COLLECTION OF MONEY.

CONTENTS FOR PART VIII

CHAPTER I—The Creditor and The Debtor

Scope of Collection Letters—A Typical Example
Help Common Understanding—Tone of the Letter
A Typical Letter

CHAPTER II—Follow Ups in Collection

A Few Hints—Letters to Delinquent Patrons—Request Explanation—Suggest Ways of Assistance—Appeal to Pride and Justice—State Inevitable Outcome of Delay—Give Formal Notice of Legal Action

CHAPTER III—Collection Agency

A Series of Collection Letters—Follow Up No 1
Follow Up No 2—Follow Up No 3—Another Series of Letters—The First Letter—Follow Up No 1
Follow Up No 2—Follow Up No 3—Follow Up No 4
—Follow Up No 5—Follow Up No 6—Follow Up No 7

CHAPTER I

THE CREDITOR AND THE DEBTOR

SCOPE OF COLLECTION LETTERS

CREDIT has come to stay as an important feature of modern business. No business either of manufacturing, wholesale or retail kind can prosper without extensive credit on certain definite or indefinite conditions. Credit increases and strengthens the purchasing power of the customers where cash transactions would cripple demand for want of ample funds at the disposal of the purchasers. Specially to stimulate larger sales the advantage of the credit system cannot be overestimated. But how are the dues and outstanding bills to be collected timely? Herein comes the scope of collection letters.

The main point to be noted in collection letters is the observance of scrupulous punctuality. Letters of demand should be sent as soon as the amount falls due otherwise the debtor would understand that the creditor is not systematical in his transactions and not much pressed for money and can wait for a few days more possibly. Dues are dues and loans are loans, and there need not be any show of reasons why the dues are to be paid more than that these fall due by such and such date.

A TYPICAL EXAMPLE

Below is given a typical example of a simple collection letter —

Illustration No 168

DEAR SIR

We did not hear from you relative to your account. We know it is a small matter and in all probability you have overlooked it among the many details of your busy days. Won't you remember to fix it up to-day so that we may close this balance in our books?

We highly value your continued patronage and want to do everything in our power to preserve our pleasant business relations. Like every other business, ours is sustained by the moral support of our customers.

Won't you kindly make remittance to us to-day by cheque or cash?

Cordially yours

HELP COMMON UNDERSTANDING

Another point to be considered in this connection is that it is much easier to sell by letter than to collect the dues by letter post. The writing of the collection letters needs special care and attention and requires a clear sighted analysis of the position between the creditor and debtor and a clear understanding of the terms between them. The letters should first attempt to bring out a complete understanding of the obligations on both sides.

Often delinquency in payments may be traced to misunderstanding of the terms and the correspondent before he takes up the case should arm himself with all the facts and figures before he goes to explain in the matter.

TOPE OF THE LETTER.

The tone of the letter should now form a matter for earnest consideration. Much depends on the attitude of the debtor and the previous record to transactions made by him. While sometimes a reminder will bring in payment, firm letters offering suitable terms for payment often go in vain. It is for this reason that correspondents generally divide the debtor into three chief classes, viz., the reliable kind, the careless, slow paying kind, and lastly the doubtful or dishonest kind. Of course, it is hard to note at first into which of these categories a particular debtor may be classed and so it is always good to send at first courteous reminder for default in payment.

Approach should be made in a friendly and respectful tone, presupposing that the amount due perhaps escaped notice and requesting that the money should be remitted as early as possible, and if this letter gets no response follow it up with a friendly letter that seems to talk the situation over with him. These letters will suffice to get payments or at least responses from the reliable kind of debt-

ors who have fallen into arrears because of misunderstanding or change of financial affairs. But these even may not arouse the susceptibility of the careless slow paying customers. They need frequenter follow ups as being rather careless and habitually out of funds they do not care to pay up unless a constant dunning at their ears is kept up. Proposals of instalment system of payments and other like proposals suit them. But these even may not be attractive to those who are unwilling to pay. The letters to them should be firm and direct but on no account should a threat be held out that if the payment at least a part of it be not made by such and such date the creditor will have no alternative but to put the matter in the hands of the lawyer.

A TYPICAL LETTER.

Here is an example of a letter which breathes a firmer tone —

Illustration No 169

‘Dear Sir

Every day we have been expecting a remittance from you. Somehow we cannot believe you would intentionally let this little obligation go without payment.

You will agree we have been very very patient about it and have refrained from unpleasant action feeling sure you were the right kind of person and would pay

Surely you won't let us wait any longer
Kindly write your cheque for the amount and hand
it over to the bearer of this.

If you cannot possibly pay the full amount
now, pay part, and your application for extension
of time on the balance will be given our prompt
consideration. Write us at once, making partial
remittance so that we may know your intentions
are good.

Kindly attend to this to-day sure

Yours truly,

CHAPTER II

FOLLOW-UPS IN COLLECTION

A FEW HINTS

CORRESPONDENTS concerned with the writing of the collection letters will find the following hints for preparing a series of follow ups very useful. The successive development from a gentle reminder to a formal notice of legal action is given for their guidance.

As we have pointed out before the first step in matters of outstanding bills is to send a friendly notice of the delinquent account suggesting that the debtor has perhaps forgotten the amount due and giving indications that the creditor anticipates full payment on receipt of the reminder. The task is no doubt delicate especially when the debtor happens to be a customer of long standing and always regular in his payments. But still the task must be done with due courtesy and appreciation of the customer's patronage. In short it should be a cordial invitation to begin with a clean slate again.

LETTERS TO DELINQUENT PATRONS

Here is an instance of a particularly cordial note to delinquent patrons whose business is thought valuable.

Illustration No. 170

'Dear Sir,

In turning to our accounts we discover the enclosed unpaid item under your name. More than likely this little matter has entirely escaped your memory and we feel that in writing you about it, our letter will be taken merely as a matter you wish us to call to your attention.

This firm has always valued your patronage most highly, and we feel it an honour to have your name on our books. Kindly regard this purely as a reminder, and make a remittance to us at your earliest convenience.

Cordially yours,'

Here is another example :

Illustration No 171.

'Dear Sir,

While we were preparing to ship your order for hosiery, our attention was called to your account.

I am somewhat surprised to notice that there is Rs. 298-7 due for October bills and that notwithstanding the fact that we drew on you on January 8, no returns have been obtained.

It is very necessary, of course, that this account be disposed of immediately, and it is especially to be regretted that this condition prevents us from adding further charges to your account for the time being.

We feel confident, however, that the matter has been neglected through oversight on the part of your book keeper, and we are looking forward either to a direct remittance or to the prompt acceptance of the draft

Yours very truly,'

REQUEST EXPLANATION

When this has failed it should be followed up with a frank request for an explanation. Write in a pleasant conversational style that would not offend the debtor in any way and yet it should be something more than an ordinary reminder. Tell the customer that you did not hear from him, perhaps due to oversight or to pressure of business of varied kind. Make a personal appeal for payment or enquire cause of delay. But it should be like the first one remarkable for goodwill to the customer and a straight forward request for settlement.

The next step in the series is the suggestion of proffering assistance. Work out some way so that the delinquent buyers may find some possible ways of clearing up their debts. Financial embarrassment often retards payments and attendant difficulties disincline the customer to write to the creditor for loss of prestige and credit, and it is on these terms that they will close up with a sigh of relief.

Collection letters modelled in this fashion have brought about amicable settlements where harsh and angry letters have entirely failed. A sympathetic and helping tone is the keynote of this kind of letter.

APPEAL TO PRIDE AND JUSTICE.

Even when this letter is in vain, a direct appeal to his pride, justice and reason may prove successful. This is the climax to the series. Appeal mildly to his moral obligation to pay up the due, his honesty as a business man and his sense of honour and self respect as a man. Such letter earnestly written, is very likely to have the desired effect. Here is a typical letter.

Illustration No. 172.

Dear Sir,

You cannot say we have not been patient with you. This is our fourth letter regarding the enclosed unpaid account. We feel that, in all fairness, we are entitled to some kind of reply and, if not a full, at least a partial remittance of the enclosed account.

Surely you would not have us forward you our merchandise and cheerfully extend you credit—then neglect to pay us.

You do not wish to go down on record in business circles as a man who refuses to meet his just obligations. It would instantly affect your credit standing.

For your own sake, please don't neglect the matter another moment, but close up this little account to-day

We expect your sending a cheque or an M O by to-day's mail.

Yours very truly,

STATE INEVITABLE OUTCOME OF DELAY

The next item is direct statement of inevitable outcome of delay. When the appeal to honesty, sense of justice reason, etc proves ineffective this measure is to be taken recourse to. But it should by no means take the form of a threat. Set forth what you intend to do on further neglect of the matter and make him see that the measure is unpleasant to you and you take it with extreme reluctance. The tone of writing should be earnest and firm. Here is an example

Illustration No 173

'Dear Sir,

We do not want to proceed against you for this amount but have exhausted all reasonable means of getting you to remit amicably. As a final effort to settle in a friendly way we write again. Of course if you do not respond to this we must proceed to collect otherwise. We still hope you will do the square thing and trust we shall hear from you at once.

In a former letter we offered to accept part payment and allow time on balance. We will still

consider this if you cannot pay in full now. All we ask is an evidence of your willingness to pay, and will expect a remittance by return mail.

Yours truly,

GIVE FORMAL NOTICE OF LEGAL ACTION.

The final one, if all these prove unavailing, is the formal notice of legal or other positive action. Even at this stage the creditor should show fairness by saying he intends to bring in such and such action with reluctance unless the payment according to the terms proposed be made by such and such date. This procedure will further strengthen your position inasmuch as you give the debtor ample time to consider over the matter. The previous letter if unresponded should incline one to believe that the debtor accepts the debt as he has not said anything to the contrary up till now. Let a fine thread of logical thinking run through the whole series and the tone be quite firm and decisive. The final letter may be drafted thus:—

Illustration No. 174.

'Dear Sir,

We are again writing about the small account noted on the enclosed statement. Since we have had no response to our many requests for payment, we take it for granted that the account is correct as rendered.

Unless we hear from you by the 15th July, we shall be compelled to turn the account over to our attorney for legal action. This we dislike to do, but we have given you every reasonable chance to remit. It is therefore necessary we collect the amount at once or proceed as stated.

Respectfully yours,

CHAPTER III.

COLLECTION AGENCY.

A SERIES OF COLLECTION LETTERS

A collection of accounts is often a difficult piece of business straining the amiable trade relations between parties and as agency for collection is not much of a recognised business in this country as in more advanced trading countries, we give below a series of letters with a view that some one may find this collection of what may seem to be bad debts a suitable business for him. In the following series of four letters the first three have an amiable personal tone that appeals to a man's sense of honour and pride. The fourth is a demand for immediate payment before legal proceedings are instituted.

Illustration No 175.

* Dear Sir,

A man is known by the company he keeps, by the friends he makes, by the way he *pays his bills*.

Surely you don't want this small debt to discredit you in the eyes of the business world? Surely your pride and peace of mind will not permit it. You have neglected the matter thoughtlessly. Any man is liable to do that!

But now you have *broken your word*. And that's something few self-respecting men can bring

Unless we hear from you by the 15th July, we shall be compelled to turn the account over to our attorney for legal action. This we dislike to do, but we have given you every reasonable chance to remit. It is therefore necessary we collect the amount at once or proceed as stated.

Respectfully yours,

CHAPTER III.

COLLECTION AGENCY.

A SERIES OF COLLECTION LETTERS

A collection of accounts is often a difficult piece of business straining the amiable trade relations between parties and as agency for collection is not much of a recognised business in this country as in more advanced trading countries, we give below a series of letters with a view that some one may find this collection of what may seem to be bad debts a suitable business for him. In the following series of four letters the first three have an amiable personal tone that appeals to a man's sense of honour and pride. The fourth is a demand for immediate payment before legal proceedings are instituted.

Illustration No 175.

'Dear Sir,

A man is known by the company he keeps, by the friends he makes, by the way he *pays his bills*.

Surely you don't want this small debt to discredit you in the eyes of the business world? Surely your pride and peace of mind will not permit it. You have neglected the matter thoughtlessly. Any man is liable to do that!

But now you have *broken your word*. And that's something few self-respecting men can bring

themselves to do. But you can "redeem yourself"
Do it now!

Attach your remittance right to this letter.
 We will understand and promptly send you full
 receipt.

Cordially yours,

FOLLOW UP NO. 1

Illustration No. 176

'Dear Sir,

Our clients are gentlemen. So they want to
 treat you accordingly. Don't be ungrateful. You
 surely realise their good intentions.

They ask us to use every *polite* means to
 collect this claim before embarrassing you. Now,
 why not dispose of this small matter, so that every
 body concerned will be relieved? Send us imme-
 diately your cheque or postal order for the amount.

We shall be glad to mail you prompt receipt
 and will immediately report your kind payment to
 our clients.

Anticipating your action by return mail, we are,
 Yours very truly,

FOLLOW UP NO. 2.

Illustration No. 177

'Dear Sir,

You guard your good name in all other ways
 —why not protect your reputation by keeping your
 promise? Surely you don't want every one to
 know you would deliberately go back on a personal
 pledge like this! You really *can't afford it*.

But *our* reputation as *collectors* is also at stake if we do not collect. So we must take quick and aggressive action against you unless you will attend to this small matter right away.

Don't let the thing lag any longer. Get rid of it. *Pay it immediately.* Send your remittance by the very next mail. We will promptly send you full receipt. And everybody will be happy.

Yours very truly,

FOLLOW UP NO 3

Illustration No 178

'Dear Sir,

This is to notify you that suit will be brought on this account within ten days from above date, unless we receive your cheque or at least a portion of it before that time.

This is our final word to you. We send it because, frankly we dislike the trouble of a law suit just as much as you do. However, if you fail to pay by return mail, our attorney will receive your account with instructions *to sue at once.*

If you think our patience, our repeated letters all mean we won't sue you and are merely "bluffing," a real surprise is in store for you.

This notice is absolutely *final.* It is simply up to you.

Respectfully yours,

ANOTHER SERIES OF LETTERS

The following group comprises eight letters which may be used by collection agency

from the time the account is placed with them until the transfer of claim to an attorney for prosecution. The tone of the letters is peremptory and the debtor is reminded repeatedly that failure to remit at once will cause suit.

THE FIRST LETTER

Illustration No 179

'Dear Sir,

Mr *Sam Graham*, of *East* ~~West~~ ^{*St. Y*} has an unpaid account against you of Rs 20. We have guaranteed to collect or prosecute this claim. Avoid all unpleasantness by forwarding us cheque or postal order on receipt of which we will return bill duly receipted.

No additional costs will be added to this account if payment is made direct to this office by return mail. *Take advantage of this*

Yours truly,

ANOTHER FORM OF THE FIRST LETTER

Illustration No 180

'Dear Sir,

We have been instructed by our clients Messrs Clapper Claw and Carp, to apply for payment of Rs 326/10/, the amount of their account against you for goods supplied during the last year. The length of credit now extended is the utmost they are able to allow, and on their behalf we ask you for a settlement by return of post.

*We remain, Sir,
Your obedient servants',*

FOLLOW UP NO 1

Illustration No 181

'Dear Sir,

Recently we advised you that Mr _____ of _____, had placed in our hands for collection an account against you amounting to _____.

We have had no response from you. If there is any reason why this account should not be paid now, kindly advise us. Otherwise we will expect a remittance by return mail.

Hoping to hear from you promptly,
We remain,
Yours truly,'

FOLLOW UP NO 2.

Illustration No 182

Dear Sir,

You have not settled the above claim. Your immediate attention is requested. Neglect to pay honest debt not only leads to trouble, loss of time and money but also loss of reputation for fair dealing.

If you do not act immediately, we must procure a judgment and collect by execution. Don't think you need pay no attention to the matter.

The law makes it cost more to beat a creditor out of an honest claim than to pay. *Make arrangements to pay at once.* Let us hear from you by return mail.

Yours truly,'

FOLLOW UP NO 3*Illustration No 183*

'Dear Sir,

We have given you every opportunity to adjust the above claim without trouble or expense

You are hereby notified that unless satisfactory arrangements for settlement are made with us within ten days we shall bring execution action without further notice The account is to-day being marked on our 'Execution Calendar'

Yours truly,'

FOLLOW UP NO 4*Illustration No 184*

'Dear Sir,

We should regret to bring execution action against you In view of what that would mean to you before proceeding we give you this final opportunity

We can allow you to settle in partial payments, but must protect the rights of our clients. Our usual course would be to secure a judgment This would add heavy cost and interest

We enclose a note for the amount, with no costs added. It provides for a payment of
on each month Return it
to us properly signed and all action will be stopped

Yours truly,'

FOLLOW UP NO 5.

Illustration No 185

'Dear Sir,

When our client extended credit to you it was thought you would keep word. We, too, were of the same opinion. You deceived us both. You are surely not dead of every sense of uprightness.

Unless this letter brings a reply, *drastic measures will be used at once*. If that happens, you must blame yourself. We extended an opportunity which you ignored.

Either remit by return mail or sign and return the enclosed note.

Yours truly,

FOLLOW UP NO 6.

Illustration No 186

'Dear Sir,

We to-day instructed our attorney to bring execution action. There will now be costs to be paid.

Unless you make arrangements for settlement before being served with summons and writ of attachment, there will be further costs.

You can avoid this by acting to-day

Yours truly,

FOLLOW UP NO 7

Illustration No 187

'Dear Sir,

The National Collection Corporation has placed in my hands for suit an account against you in favour of

You have an opportunity to adjust this matter without payment of cost of a suit. Save yourself the annoyance. Communicate with me *without delay*. This is the *last* notice.

Failing to hear from you promptly, the account will be sent to my legal representative in your vicinity, with instructions to file suit immediately.

In answering, please mention Claim Number

Yours truly,'

PART IX.

**Mercantile and Mail Order
Letters and Methods**

MODEL LETTERS.

MODEL LETTERS

IN the following pages we give a wide collection of letters from various sources—actual office files authoritative books of Letter Writing, files of Master Writers, etc. These may serve as models for the beginners. Some of the following letters may not have exactly followed the system enunciated by the author of this book, yet they have been included as showing letters which have produced results.

AN EXPRESSION OF THANKS.

The following is a letter of Abraham Lincoln expressing the thanks of the nation, to the bereaved mother of five sons who sacrificed their lives for the cause of the country.

Madam,

I have seen in the files of the War Department a statement that you are the mother of five sons who have died gloriously on the field of battle.

I feel how weak and fruitless must be any words of mine which should attempt to beguile you from the grief of a loss so overwhelming. But I cannot refrain from tendering to you the consolation that may be found in the thanks of the Republic they died to save.

I pray that our heavenly Father may assuage the anguish of your bereavement, and leave you only the cherished memory of the loved and lost, and the solemn pride that must be yours to have laid so costly a sacrifice upon the altar of freedom.

A LETTER COMPLAINING NEGLECT.

Here is another historic letter written by Dr. Johnson to Lord Chesterfield which shows how perfectly a letter can carry the message it is intended to convey.

My Lord,

I have been lately informed that two papers in which my Dictionary is recommended to the public, were written by your Lordship.

To be so distinguished, is an honour, which, being very little accustomed to favour from the great, I know not well how to receive or in what terms to acknowledge. When I first visited your Lordship I was overpowered, like the rest of mankind, by the enchantment of your address, and could not forbear to wish that I might obtain that regard for which I saw the world contending, but I found my attendance so little encouraged, that neither pride nor modesty should suffer me to continue it. When I had once addressed your Lordship in public, I had exhausted all the art of pleasing which a retired and uncourtly scholar can possess. I had done all that I could and no man is well pleased to have his all neglected, be it even so little.

Seven years, my Lord, have now passed, since I waited in your outward room, or was repulsed from your door, during which time I have been pushing on my work and have brought it at last to the verge of publication—without one act of assistance, one word of encouragement, or one smile of favour.

Is not a Patron, my Lord, one who looks with unconcern on a man struggling for life in the water, and, when he has reached ground, encumbers him with help?

The notice which you have been pleased to take of my labours, had it been early, had been kind, but it has been delayed until I am indifferent and cannot enjoy it, till I am solitary and cannot impart it, till I am known and do not want it. I hope it is no very cynical asperity not to confess obligation where no benefit has been received, or to be unwilling that the public

should consider me as owing that to a Patron which Providence has enabled me to do for myself

MANUFACTURER APPROACHING WHOLESALE BUYERS

The manufacturer in the following letter describes himself how progressive he is and how connection with him will be profitable.

‘Dear Sirs,

Owing your esteemed address to a business friend of mine, I take the liberty of sending you enclosed a price list with the confident hope that you also have demand for my articles.

My connections are with only efficient houses whose agency I have accepted, and my own manufactures enable me to quote you the lowest prices in the most up-to-date articles as well as in all kinds of the toy line, household and agricultural articles, tools and optical goods and also leather wares.

I should be pleased to hear that you will use the opportunity to get into business relations with me as you buy at really favourable terms if you place your order with me in the above articles.

As I have always novelties coming in, you will also be in a position to offer continuously the latest which will enable you to always serve your customers with the latest striking novelties.

After placing a trial order, for which please remit by cash in advance, I am convinced that I may count upon you as a lasting customer, and remain,

Yours faithfully,

MANUFACTURER SEEKING REPRESENTATION.

In the following letter the writer who is a manufacturer of an interesting article seeks a representative in foreign country and gauges his capacity. In doing this he gives an attractive description of his manufacture and proposition.

Dear Sir,

We have noted with pleasure that you are in the market for selling specialties which you can deal exclusively, to your profit without competition. We gladly enclose herewith circulars describing our specialties and we hope our selling proposition will concern you.

As we have no representative in your country, we are glad to offer you an attractive proposition on our line. Before giving you the exclusive sale, we want you to go over the circulars very carefully and determine what you can do with our product in your country. Just as soon as you convince us that you will give us the representation that we feel entitled to, we will be very glad to give you an exclusive agency. We could not very well give the exclusive sale without some guarantee of volume of sales, and this, we do not think, you will be justified in giving us until you have had an opportunity to see what you can do with our goods.

The Positive Portable Type Vulcanizer now sells for \$5.00. The dealer's price is \$3.50, jobber's price

\$2.50 We will quote you the extremely low price of \$1.65, F.O.B. New York City, terms 3 per cent. discount for Cash-with-Order, or will make shipment sight-draft attached to Bill of Lading, payable at sea-port New York.

On the Positive Rim-mover the list price is \$3.50, dealer's price \$2.50, jobber's price \$2.00, we will make you a price of \$1.30, F.O.B. New York City. Terms same as on the Vulcanizer.

Our Vulcanizers have been extensively used in Europe, as well as in our country. Every motor vehicle used on the fighting front by the American Forces contained the Positive Portable Steam Type Vulcanizer, and both our Vulcanizers and Rim-movers have enjoyed an extensive sale in the United States and Canada for the last six years. They have been extensively advertised and there are a good many hundred thousand in use, every one giving good results. We know that you will also derive good results from these world wide selling specialties in your country.

If you desire to take a hold of our line, we would like to have you place an order for a quantity of these so that you can begin active work. In the meantime, we would like to have you establish your credit for future convenience.

We assure you of our co-operation in making your account a profitable one for all concerned.

Yours every truly,

WHOLESALE APPROACHING THE MANUFACTURER.

The wholesale buyer is appealing to the manufacturer in the following for exclusive representation and describes his capacity.

Dear Sir,

Your advertisement in the _____ attracted our attention and we are convinced that such an article as you describe in your notice will find a large market here if properly pushed. In fact wares resembling those advertised by you are in heavy demand in this country and there is absolutely no reason why yours will not be able to secure a fair share of this

May we, therefore, enquire whether you are prepared to consider representation in this country.

We shall be glad to receive your complete catalogue and price list and know best terms you can offer

Regarding ourselves we may state for your information that being in the line for over a decade and having agency organisation all over the country, through whom we push our other lines, we shall be able to put your product to most of the proper parties in this country. Our numerous agents, sub-agents and representatives will be always at your service

We await your proposition in your next with much interest

Yours faithfully,

FORWARDING AGENT APPROACHING IMPORTER.

The forwarding agent in the following is offering his service to the importer whose troubles he describes and suggests remedies.

Gentlemen

Just a few days ago I was talking with a European importer whose troubles may be the same as your own. He said, "I don't know what to do about getting goods from the United States."

Of course he knew that there were any number of large commission houses here but he did not want to be one of several hundred customers. He wanted more personal attention, such as he would get if he had a personal representative here, but he did not want to go to the expense of a representative for his exclusive use.

Neither did he want to attempt doing business direct with our manufacturers, because he did not know just which ones were in a position to sell him what he wanted, especially at this time when so many manufacturers are fully occupied with Government contracts, causing him to lose so much time in preliminary negotiations.

Have these been your troubles also? Wouldn't you be glad to take advantage of a service that is *different* in that it is *personal* and gives you preferred attention?

Realizing all you have had to contend with, in importing goods under present conditions, we offer you the opportunity to become one of a *strictly limited* number of clients, if you are willing to pay 3 per cent. as a buying commission instead of the usual charge of 2½ per cent.

This higher charge enables us to serve a few clients instead of a large number. We boast of no large "organizing" having a department for this and a department for that. Nor do we boast that we are specializing in just the product you want to import.

In serving *a few* clients we can handle their purchases so much more satisfactorily as to make it more worth while to you as well as to us.

Why not give this service a trial on your next order—or on whatever you are in need of now?

Very truly yours,

BUYING AGENT DESCRIBING HIS CAPACITY.

In the following the buying agent answers advertisement and describes the excellent service he can offer. Copy of a letter from the United States

Dear Sirs

From your advertisement in the 'Popular Mechanics' I see that you are interested in the purchase of all kinds of machinery.

I would be in the position to submit you a suitable offer for the desired articles but fear that such a general offer would not be of the wanted service to you. Should you be inclined, therefore, to enter into business relation with me, I would request you so as to avoid unnecessary loss of time, to send me with your enquiries or orders exact details of your requirement, stating the c.i.f. prices ruling in your city. Should the U.S.A. prices leave a margin, I should then buy for you and in this way

you would be sure of getting goods which are not in any case too dear for your market.

My excellent knowledge of the machinery industry, coupled with the fact that I am in touch with the most various works enables me to determine the make most adapted for every need and to deliver on most favourable terms and within the shortest possible time. Extensive is my acquaintance with the methods of production, the various styles of machines, tools, materials, workmanship, etc., such as are indispensable for the reliable discharge of your enquiries or orders.

As regards payment, it would be necessary that you deposit in irrevocable credit in my name with a bank of this city from which payments would be made on presentation of the shipping documents. Of course, I would listen to any fair proposal which you would submit me.

I should be glad if you would consider my proposition, and I await the pleasure of an early reply.

I beg to remain, Dear Sirs,
Yours faithfully,

FOREIGN AGENT OFFERING SPECIAL ADVANTAGE.

In the following the foreign agent offers to combine small shipments into one thus to save expense.

Gentlemen,

We beg to offer you our services for any shipment you may have from the United States. Kindly favour us with your inquiries in regard to freight rates and if you have at present some shipments to be executed, please

give order to your factories to get in touch with us so that we may give them our instruction and execute the shipments in the quickest and cheapest way.

Should you have some small shipments going forward, we can combine them with the regular shipments we have to your country so that you would have to pay the minimum per bill of lading. Or, should you have shipments from different factories, we can get in touch with them in order to hurry the shipments and to forward them all together on the same bill of lading, thus decreasing the shipping expenses.

We also hold ourselves at your disposal for furnishing you, free of charge, with catalogues and prices for any kind of goods you may be interested in, or with any information you may need.

As far as your payments to the factories or export houses, or any other business transactions are concerned, you may kindly use our Banking Department.

We assure you that a first trial order will convince you of the high-class service and organization we can offer you.

Hoping to receive an early and favourable reply,

We remain, Gentlemen,
Yours very truly,

SEEKING REFERENCE.

The mercantile agent sends circular to the trader seeking information regarding financial condition.

Gentlemen,

In order that we may be in a position to reply fully and accurately to any inquiries regarding you, we suggest

what you furnish us with a statement of your financial condition, to facilitate this, we are enclosing herewith one of our regular forms. Such data as you may be disposed to give us we will place on our records and any reference you may name we shall be pleased to consult and reflect in our report their impressions.

Thanking you for a reply at your earliest convenience,

We are,

Very truly yours,

PLEADING NO CATALOGUE.

This letter while pleads no catalogue describes the manufactures and seeks particulars of requirements of the customer.

Gentlemen,

In prompt answer to your valued inquiry just received, we regret exceedingly that we have been left without a copy of our catalogue, and it will be some time before the new ones come from the printers.

We are the pioneers and have since 1911 been the leading manufacturers of machinery for Macaroni, Vermicelli and similar Alimentary Pastes in the United States and have many different sizes and types of presses, both screw and hydraulic, from the smallest to the largest in use to-day with corresponding kneaders, mixers and other accessories.

If you will give us some idea as to the production you require, or the capital you intend to invest, we will be pleased to send you photograph and description of the machine adapted to your purpose together with quotations.

Awaiting your further commands, we remain,

Yours very truly,

STATIONER SUPPLIES SAMPLES.

This letter accompanying stationery samples describes the articles and offers valuable assistance in marketing the merchandise.

Gentlemen,

To-day we are permitted the particular privilege of sending to you, without charge, a full sample set each of the Large Blotters, Mailing Cards, Calendar Cards, and Calendar Pads, as listed in the enclosed price list No 2, which were requested of us in your valued letter of May 6th

By referring to this list, you will quickly become acquainted with our prices, our terms and conditions, also presented therein is a brief outline of the many excellences of our export merchandise to which we would call your special attention

We enclose herewith a circular which presents a new series of calendar pictures in various sizes, and we also have in preparation an attractive series of calendar backs in various sizes, for use with these pictures

We also enclose herewith a presentation of our desire to establish an exclusive merchant distributor in your territory on an outright sale arrangement, as we do not wish to entertain any commission or consignment propositions. You are privileged to sell our merchandise at such prices as you may deem most advisable over and above the absolutely net prices we quote you herein

We are prepared to offer such concerns as may decide to present us, valuable assistance in the marketing of this merchandise in their territories, the benefits of our 40 years of manufacturing and merchandising experience, and every other facility possible to promote a business association that will prove most harmonious profitable and satisfactory to our representatives and to ourselves—for what benefits one must benefit both

We trust that our presentation of this whole proposition may so strongly appeal to you that a selling connection will be seriously considered, and that you will communicate with us further with such an end in view as we have not as yet, appointed a representative in your territory, and as we believe that your concern is especially well equipped to promote the introduction and sale of our merchandise there providing all the conditions connected with the conclusion of a contract may be agreed up to the satisfaction of us both.

In this connection kindly advise about how much of this merchandise you would purchase at the time of the signing of a contract also how much annual business you could assure us thereafter

Also, we would be pleased to learn if you have travellers covering your whole territory at frequent intervals

In explanation of our terms we would advise that as our merchandise does not run into large amounts of money, we feel that you will be willing to pay therefore in New York, providing you have an established connection there, and we quote in American currency, as it would be impossible for us otherwise to make any stable

prices, owing to the fluctuating rates of exchange now prevailing, also we quote f o b steamer New York, as you must realize with us that ocean freight rates are unsettled, and we could not do ourselves or yourselves justice to quote prices covering delivery at destination

However, we guarantee to secure for you the lowest ocean freight rates possible at the time merchandise leaves this country

Respectfully referring you to the National City Bank of New York, U S A , as to our reliability and ability, and extending cordial and sincere regards we are, Gentlemen, thanking you for the offer of your references in the United States, which will be appreciated.

Faithfully yours,

OFFERS NEW LINES.

While apologising for delay this letter mentions the writer's specialities in other matters which are sought for.

Gentlemen,

May we ask you to kindly pardon our apparent delay in replying to your letter of August 27th, relative to Machinery?

We have been considering the exporting of machinery of all kinds, but have decided that this is a class of merchandise which should strictly be handled by the export departments of machinery manufacturers or exporting houses specialising strictly in machinery

We are specialists in the purchase of food products clothing, boots and shoes, and various merchandise, and do not feel that we could, at the moment, give you the proper service in purchasing machinery for your account.

and would suggest that you apply directly to the manufacturers or to machinery exporters.

We thank you very much for your enquiry, and if at any time, we may be of service to you in procuring merchandise of any other nature, we believe you will find our services satisfactory

Very truly yours,

DESCRIBING NEW SPECIALITIES

This letter declares the specialities the writer can supply and describes the good points.

Gentlemen,

We beg to acknowledge receipt of your favour under date of Aug. 20th and in reply thereto beg to state that the only commodity which we name and which you state there is a demand for in the Indian market, and which we can successfully offer competitive prices on is the oil pressing machinery, which we specialise in.

In order to quote prices on this equipment it is necessary for us to know the kind of seed or bean to be expressed, the capacity of seed or bean per given period of time, such as one, ten, twelve or twenty four hours whether buyers want us to furnish steam engine and boiler for operating the plant, or should electric current be available, we must know the characteristics namely the current, voltage, phase and cycle

Due to the fact we have recently received a number of inquiries from India for hand-operated Hydraulic presses, we believe there is considerable business to be developed in that line, and are therefore enclosing our

Circular 100 which fully describes two sizes of hand operated basket presses

We will allow a discount of 30 per cent from list price for cash F A S New York, properly boxed for export shipment

We will quote C I F price on any of the equipment we specialise in but of course must know just what is wanted, to enable us to do this

Regarding terms of payment, the terms outlined in your final paragraph would be satisfactory to us provided we are furnished with bank guarantee that payment will be made as per terms outlined, and such guarantee is acceptable to our bank

For your information we wish to state we specialise in pumping machinery, oil mill equipment, filter presses water turbines feed water heaters etc. We will allow you a discount of 15 per cent from list price F A S New York, boxed for export

Awaiting your further advices with interest, we are

Very truly yours

ECONOMIC OFFICE PLANNING

Office planning is a growing art and this letter is an example how new and old offices can be approached for suggesting planning for economising cost-ly space

Gentlemen

Every square foot of your present office space should pay you dividends by increasing the efficiency of your organisation. But does it?

Every desk, every file should be placed for the utmost convenience and should require minimum space. But do they?

Are you paying rent on excess office space?

Our architect in economic office planning will design your office to ensure every square foot being utilised to the greatest advantage. Layouts placing every desk, every file, every chair for the most efficient conduct of your business will gladly be submitted.

This expert service at a cost which will be practically nominal, assures you ideal office space.

We are anxious to increase your profit. Will you consult our expert?

SELLING UNDERWEAR.

Here is an excellent letter which drew attention of the buyers of underwear to the products of a particular firm and caused to open satisfactory new accounts. Mark there is no conventional "Dear Sir" here but a catch phrase which has now become fashion with some very successful writers.

If you dismantled—

Rolls-Royce, would you expect to find tin bearings and card board piston? Hardly! But if you sit in the locker room of any country club, you will find most men wearing underwear, not in keeping with the fineness of their outer garments.

Fine underwear is just as important to the wardrobe of the well dressed man as a fine shirt. The clothes that you wear closest to your body should certainly be

as carefully made and finely tailored as these garments that others see!

D G E for twenty five years noteworthy as a shirt maker also produces distinctive underwear

Well made perfectly fitting underwear will add to your personal comfort during the summer months just ahead!

OFFERING A COUNTRY PRODUCE FOR SALE

The following letter gives in simple details necessary terms for offering a country produce for sale—Cassia Fistula Fruits in this instance

Dear Sir

We forward you by to-day's mail samples of our Cassia Fistula Fruits in which we understand you are interested. These we can consign to you in large quantities if you agree to sell them to the highest bidder at your end. We shall gladly pay a commission of five per cent on the sale value of the stocks and bear all expenses ourselves.

We guarantee that the quality of our goods would be exactly similar to if not better than the sample forwarded by this mail. In view of this guarantee we require your financial assistance in the shape of advances against our consignments and we agree to pay you six per cent interest on the amount of your advances from the date of advance to the date of realisation of the sales together with all incidental out of pocket charges.

If you agree to these principles and to this mode of business we assure you that the amount and extent

of our business will be nothing less than £5000 pounds sterling per annum. We would require you to open a confirmed Banker's Letter of Credit for a nominal amount, say, of £250 pounds sterling, at the beginning which could be extended and augmented if our goods are found satisfactory and easily saleable.

Please let us know the price at which we are to invoice these fruits C. I F your Port, and we agree to invoice our goods strictly on the basis of these prices. We would be glad to draw 75 (seventy five) per cent of such invoice value of our goods, but if you object we will be satisfied even by drawing sixty per cent. of such invoice value of the goods.

We trust our sample will appeal to you and you will agree to our mode of business. Should this be so we request you to immediately open a credit for the above-mentioned amount to enable us to commence business at once, as we have already huge stocks lying with us.

Expecting that our introduction will lead to permanent business connection and assuring you of our best co-operation.

We remain,

Yours faithfully,

OFFERING RAW GOODS WITH TERMS.

The following letter gives sufficient detail as to term and condition for consignment of raw goods for sale in foreign market.

Dear Sir,

We have seen your advertisement in the Indian Trade Journal of Calcutta.

We deal very largely in some of your business lines not only as shippers but as actual collectors and stockists, and are in a position to send large consignments in a profitable market according to opportunities. Being intimately connected with the sources of supply and origin we get these articles often very cheap and can thus undersell others.

But for a large permanent business we suggest to you a general method. You will please report to us regularly the prices for your commodities ruling in your market. We would be examining them and as soon as suitable opportunities offer would be cabling to you firm offers. In the meanwhile, if we have any odd stock lots we would be sending them on a consignment basis but drawing 80 (eighty) per cent of the value according to the prices ruling in your market.

There is one particular thing viz Cassia seeds which we can regularly ship to you on consignment to be sold there locally to the highest bidders in addition to permanent contracts. To do this you are to open a standing Letter of Credit in our favour for 80 (eighty) per cent of the invoice value of the goods based on your market report. We shall draw at 90 d s D A or D P as your Letter of Credit stipulates and guarantees. This finances us to a certain extent until the goods are sold, whereas you practically get the opportunity of earning your commission of 5 (five) per cent which we agree to give you on the sale price without your undertaking any risk whatsoever.

We can forward to you consignment also at times of Black and White Pepper, Ginger, Mace Nutmegs,

Cardamom, Cinnamon Dried fruits etc. But for such large lines as Rice Dried Coconut, Ground Nuts etc., you have always to make your own purchases. If this procedure suits you, we would request you to commence sending market reports to us regularly and open a confirmed Bankers Credit for say £1000.

TERMS —As between principal to principal each side bearing its own telegraphic expenses.

TELEGRAMS —Offers will remain in force up to a week of the despatch of the Telegram during which time each party will remain bound down but after that it will become optional. Telegraphic offers stipulating time of reply are not included in this category.

INSURANCE.—In case of direct purchase C. I. F. offers will mean marine insurance above the invoice value. Sweat and risk of Pilferage not included and extra and will be covered at special request only. Consignments are outside this rule and will be insured at consignee's risk and opinion. Consignment goods will have policies payable in Calcutta and contracts will have policies payable at destination.

ACCOUNTS —Accounts will be adjusted every six months, i.e., on the 30th June and 31st December. But if anytime any side is overdue more than £100 sterling the defaulting party shall have to remit the same on request immediately.

Actual sale reports in case of consignments will have to be furnished without any difference to real facts and your books shall be open to inspection and examination. Consignments are to be sold to the highest bidders without any delay whatsoever and at the earliest

opportunity Unless any fixed limits are given or stipulation made sales are not to be delayed, and in case of intentional and negligent failures the storing charges will be for your accounts Invoices ordinarily sent with documents in case of consignments will not denote limits unless separately confirmed, and goods may be sold for your account, at above or below these rates

ARBITRATION—Arbitration will be effected in with each side nominating its representative with an umpire in case of non-agreement Lloyd's Survey Reports accepted

WEIGHT—In case of consignments, delivered weight if the buyers so insist In all other cases shipment weights Invoice weights will be final, if accompanied with Licensed Measurer's weighment certificates in case of contracts

Trusting that these terms will appeal to you and awaiting your confirmation,

We remain

Yours very truly,

PRODUCE MERCHANT REPLYING TO ENQUIRY.

A produce merchant replies to enquiry regarding market condition and offering exclusive business

Gentlemen,

We acknowledge receipt of your communication of the 19th ult, which will prove of unusual interest to us

provided you agree to confine yourselves exclusively to us in the United States and satisfactory arrangements can be made between us

We are pleased to learn of your ability to quote us advantageously on Black and White Pepper Mace Nutmeg Cardamom Cinnamon Dried Fruits etc. but before we can entertain any offers, we will have to secure representative samples of all products and satisfactory local banking and trade information regarding your responsibility which kindly submit without delay otherwise it is useless to continue negotiations.

We do not believe it will be practical for us to report to you regularly the market conditions here but suggest that, in view of your being situated in the primary market, you cable us frequently firm offers or indications, which will give us the opportunity of sizing up the situation more intelligently

We will not under any consideration, establish letter of credit in your favour until we are satisfied as to your standing or finance you or your shipments to the extent of 80 per cent. of invoice value simply in consideration of 5 per cent. commission. We must however insist upon securing full advantage of any advance in price secured above your invoice less actual cartage storage or incidental charges, if any pertaining to handling the merchandise

We find your proposal for each party to bear the expense of their own cables satisfactory, as well as offers, which are to remain firm for one week from date of despatch (Sundays and holidays excepted), unless stipulated to the contrary

We prefer all shipments, including consignments, to be made via fast direct steamers and to be covered by all risks of insurance at your end as we do not see why we should assume this responsibility when we make advances against these, and when we do, policies must be payable to us in New York.

We will have to insist upon all accounts to be settled and payable monthly, excepting in cases of consignments, when they are to be settled when disposed of.

We do not believe, in view of what we have stated above regarding consignments, that it will be necessary for us to disclose our records but in all cases, we will make every effort to dispose of them promptly at the best possible price, although we will be guided by your instruction in this respect.

We find the usual procedure for arbitration is for each party involved to select an arbitrator, but in the event of these two not agreeing, they in turn select an umpire, whose decision is final and binding, but this applies to all disputes and has no reference to non payment of any possible claims, which are payable promptly by you, when passed upon by the arbitrators, or will we accept Lloyd's Reports as final.

We will be compelled to sell on delivered net weights in all cases of consignments but on direct importations, net shipping weights to prevail, providing certified Weigher's Certificate accompanies all documents.

We suggest that you advise us promptly whether it is your intention to quote us in Sterling or United States Currency, and whether we are to use the cable address

and codes mentioned on your letter head, in the exchange of cables between us.

We have as yet failed to receive any assurance from you regarding quality of merchandise, packing, marking which kindly give your attention.

Yours very truly,

PRODUCE MERCHANT CRITICISING MARKET.

The following describes difficulties of development, and tells which articles are in lines and suggests other business.

Dear Sirs

Your letter of May 4th was duly received about two weeks ago and had received our most careful consideration.

We thank you very much for your kind offer to send us goods on consignment, but we are aware of a great deal of difficulties on the way of development of business relations of such a nature, owing to the long distance separating our markets

Besides, all products that you propose to send us¹ on consignment *i.e.*, pepper, ginger, cardamom and cinnamon are not in our lines, are needed but in approximately small quantities and supplied in abundance from Hamburg

Cassia seeds have almost no market here, having been superseded in the course of last years by other remedies of same effect.

It is almost impossible to sell anything here, if terms of payment are not the most convenient for buyers. As a matter of fact, foodstuffs are sold lately only on document drafts payable through local Banks at sight or even a certain time after.

Taking in account all above stated we do not venture to accept goods on consignment at present, but shall be open to reconsider this question in the future, when conditions improve here, as well as our relations with Indian Market are better established and experience as to its peculiarities gained.

If you are willing to sell on terms of payment prevailing here, i.e., against payment of bills of exchange drawn upon us at sight, we shall endeavour to pass you orders on receipt of samples and your prices c i f Helsingfors or any other Finnish port.

Rice, raw sugar and good tea may be sold here if prices were not too high. We could find market also for cocopalim fibre, suitable for manufacturing mats.

We could offer for export, if you were interested in this article from 1000 to 5000 cases (7200 boxes in case) of first quality (not inferior to Swedish) matches made in Finland—Eng. Sh. 130/ per case c i f Hamburg.

Thanking you for your kind offer to co-operate with us and believing that in spite of some difficulties good results may ensue in the course of time,

We beg to remain, Dear Sirs,

Yours faithfully,

PRODUCE MERCHANT SUGGESTING.

The produce merchant in the following expresses willingness to enter into business relations and quotes his terms.

Gentlemen,

With further reference to the communication of our Executive Secretary of June 5th, we wish to state that we would be very much pleased to establish business relations with your esteemed house.

In order to successfully operate the importation of goods suggested by you, it would be necessary first to establish a quality of your goods in this market. To this end, you would have to furnish us with a full set of samples, sufficiently large to make an analytical test of such

As to the actual method of operation and effecting payment, we are sorry to state that the outline presented by you does not meet with our approval, because it is *contrary to the established policy of this country*

We would further like to point out to you, that we are direct importers, hence, principals in each transaction.

The method applied by us in other lines of similar nature is as follows: the foreign merchant or producer offers us direct the goods at the price that he may wish to sell them to us, and if the price and other details meet with our requirements, we confirm and instruct to ship. In each case you are to inform us as to whether the goods are exactly as the samples submitted to us, together with information as to the form of packing, and other details that will enable us to handle the matter both efficiently and intelligently.

It would be very much simpler if you would quote C I F New York. Should you however, be unable to do so, you may quote us F A S steamer of your port and inform us the specific details as to the net and gross weight and other particulars that would facilitate us in figuring the cost price C I F New York

METHOD OF PAYMENT—On imports of other staple goods, we usually open bankers' confirmed credits to cover 40 per cent of the value of the shipment payable to shipper at port of shipment against documents, which documents are in turn surrendered to us at port of destination against our trade acceptance up to 90 days. You are also to instruct the bankers to permit inspection of the goods before effecting payment.

COMMISSIONS—This question is eliminated as a result of the fourth paragraph of this letter.

EXPORT—Taking this occasion, we wish to inform you, that we are **EXCLUSIVE SELLING AGENTS** of a number of manufacturers of goods described in the enclosed list. Thus we are in a position to render just as good service as any other organization and in some cases even more attractive.

For your information in order to assure absolute success of this undertaking whether in export or import or both you would have to agree to do business with this country through no other house.

Should the outline as brought forward above meet with your approval we would appreciate it if you would draw up an agreement in duplicate along the lines mentioned sign both copies and mail them to us for approval and counter signature. One copy with our signature will be returned to you upon ratification.

In closing this communication, we wish to assure you that we are well in a position to develop a profitable business, provided we can get the co-operation of the other party, and we leave it to you to give careful and prompt consideration to the matter

Anxiously awaiting your further good news, we are,
Yours very truly,

CONSIGNMENT OF GOODS.

This letter expresses favourable impression of a common friend's recommendation and willingness to enter into business upon consignment basis.

Gentlemen

We are in possession of your favour of the 3rd January, and also received a communication from our mutual friends, Messrs _____ of your City, by the same mail

We are favourably impressed by our friends' information concerning your firm, and are ready to enter into the business which you propose, as we have long been convinced that a good trade is to be done upon a consignment basis, provided a thoroughly reliable firm could be found willing to take up and push such a trade.

Our difficulty has been to find a firm which we consider suitable. We have had many offers, but there always seemed to be too great a risk involved, since we could not be assured that the consignments we might send would find a market and there appeared every probability that, after remaining in South America for

some months, our goods would either be sold off at considerable loss or returned as unsaleable

But our friends to whom we wrote specially upon the subject inform us that you have a good connection in the Hollow Ware Trade, and that you already import largely from this country, and acting entirely upon their advice we are sending you a consignment as a trial

The goods will be shipped per *s s La Plata*, sailing on the 13th inst We enclose herewith Consignment Note, and Bill of Lading will follow by next mail

We also send you with consignment a number of our catalogues, and in our next letter will include full particulars as to discounts and terms both to importers and the retail trade

If it will be any advantage to have the catalogues printed in Spanish we shall be willing to have same done.

We think your proposals of rendering the accounts of sales monthly, quite satisfactory, and we will draw at three months for the amount of such sales, which will be rendered with your commission deducted

We are willing to allow you the extra $2\frac{1}{2}$ per cent for *del credere*, as we, of course, could not risk any losses through bad debts

We will insure all goods, and pay freight, and our prices will be quoted free Buenos Aires.

We will write more fully on the various points when sending you the prices, etc.

In regard to our productions, we would say that you can rely upon it that what our friends have claimed for us is perfectly warranted. We do a very large trade with other South American States, and our factory is

one of the most important in this country. In our own peculiar lines we take the lead, and a comparison of our goods with those of our competitors in your market will convince you of this.

Anything in reason that we can do to assist you to create a demand for our product in your market will reach you safely, and lead to a mutually profitable connection between us

We remain, Gentlemen,
Yours very truly,

PRINTERS SEEKING BUSINESS.

The following is a circular issued out by a German Printing house giving description of its capacity.

Gentlemen,

We herewith beg to offer our services for the execution of printing work of every description, in any quantity and in every language of the civilised world

Our establishment dates from 1871, has 100 printing machines in operation, and employs over 1000 workmen. We are fully equipped to execute book printing, lithographic, offset and intaglio printing of every degree of quality. We have our own studios for artistic sketching, and chemigraphical and book binding shops.

We have permanent contracts for the printing of 47 newspapers and trade journals, with and without illustrations. We execute the printing of all kinds of catalogues from the plainest to the most elaborate, school books, pamphlets, posters, picture postcards, and large editions of coloured pictures. We have, up to the

present, been entrusted with the printing of over 20 milliards of bank notes for the German Reichsbank

Our foreign department has now under the press large contracts for school books, novels, catalogues, etc., for Sweden, Denmark, Lithuania, Ukraine, Switzerland, Italy, Holland and other countries, and since the last summer we have exported over 3,000,000 copies of books in foreign languages

If you require printed matter of any kind (catalogues, price lists, books, periodicals, etc.) and inform us as to the nature of the work, its form, subject matter, illustration, binding, paper required, and extent of edition etc., we shall be pleased to submit estimates with the utmost despatch and free of charge

By timely purchases and the making of favourable contracts for current delivery extensive stocks of paper have been secured so that quick execution and delivery of large editions can be guaranteed

Original Mss should be typewritten. In the case of reprints of existing editions a copy of these should be submitted. We are in a position to correspond in any language

All estimates are made on the lowest standard prices and execution of orders guaranteed at fixed dates

Our references —

Messrs Hardy & Co, G m b H, Berlin
The Deutsche Bank, Berlin
The Dresdner Bank, Berlin
The Disconto-Gesellschaft, Berlin
The National Bank, Berlin

Trusting to be favoured with your esteemed orders and assuring you of our best attention at all times,

We are, Gentlemen etc

PHARMACIST SENDING OUT CIRCULAR.

The attractive opening and carefully brief description of the selling article in the following will serve as a guide to many beginners.

Gentlemen.

Just because the enclosed circulars are in printed form, there is no reason why they should not be read as carefully as you would desire your own advertising matter read by their recipients before reaching the waste-paper basket. Taking it for granted that you will do us this courtesy, we are confident that you will become interested in four important business-building lines, each the best product of its kind on our market to-day

DR. SHEFFIELD'S DENTIFRICE is made by one of the oldest tooth paste houses in the United States established in 1850 and nationally known. It is only furnished in large size tube, but makers also offer their SPECIAL LABEL TOOTH PASTE in small and large sizes. Study this line particularly as it will surely prove to be a profitable one to you. The consumer will welcome most enthusiastically KELLOGG'S TASTELESS CASTOR OIL, for we all know how distasteful and nauseating a dose of the old fashioned oil is. OUR SPRING WATER, nature's remedy, has for many years been highly recommended by leading physicians of the world for kidney and bladder troubles and also other ailments

Price List is enclosed Export Discount is 50 per cent on all quotations excepting our Spring Water which are net.

Do not delay in writing us for further information Samples will be cheerfully furnished with our compliments

Very truly yours,

SEEKING SPECIAL STUDENTS.

The following is a circular by a School of Correspondence inducing students to get special promotion-getting training.

Dear Sir,

What kind of man does your boss promote? If you don't know, find out—keep your eyes and ears open—ask questions when you get a chance Make it your business to know *why* men are hired or fired—and *how* you can get ahead

Just now your boss is busy taking stock—figuring up profit and loss for 1941—laying plans of 1942—getting ready to make this the best year he ever had He is going over your record—your failures and successes—your interest or lack of it—your ability to handle new situations—your progress during the past—your prospects for the year to come

Can you do better than to follow his example?—to take stock of your record, your prospects? Your employer studies how to increase his producing ability—correct his mistakes—make things come his way Prepare for opportunity in advance—then you can

spend your time and energy in "making good" when opportunity comes.

When your employer wants specific information—he sends a man to dig it out for him. He hasn't time to go himself—nor, perhaps the ability to get at the facts—but he will pay well for the information. Our text books present the experience and investigations of experts—they enable you to get at valuable facts—to do the special work which brings special pay.

Home study—during your spare time—will put the cutting edge on your training. This certificate—used within thirty days—entitles you to a complete and practical library, free of cost. If you wish pay \$3.00 a month—at the \$5.00 a month rate. Make yourself the kind of a man that your boss will promote!

Very truly yours,

WEEKLIES SEEKING ADVERTISEMENT.

The following is a letter showing effective use of informality in inviting advertisers to use the medium.

Gentlemen,

Looking for quick returns and profitable ones?
Sure!

Then you'll be glad to know the absolute truth about these two splendid weeklies.

They are top-notchers.

They are uniformly good in bringing replies at a price the advertiser can well afford to pay.

Some advertisers use them both every week. Others find big copy once a month more profitable.

Nearly every one who uses them however is satisfied.

Better join this bunch of satisfied ones

Better—far better—use them now than to put the matter off even a week or two

How about you?

Very truly yours,

CIGAR MANUFACTURER SEEKING CUSTOMERS.

The following shows a style of correspondence that is brisk yet dignified in which the cigar manufacturer induces curiosity in the smoker.

Dear Sir,

A new delight awaits you

Have you ever smoked a real FRESH HAVANA CIGAR?

It is far better than the dry, crisp veteran of the show-case, which you buy from the retailer

In buying direct from our factory, you get a cigar which has been made only a few days, retaining all of its natural flavour and aroma, and you save all middlemen's profits

ROBERT'S HAVANA CIGARS are hand made, by Cubans from the best grade of Havana tobacco—our own importation!

These Cubans know how to make a Havana cigar so that it smokes free, smooth, and even—bringing out the full, rich aroma

We want to send you 100 ROBERT'S HAVANA CIGARS, express prepaid, with the understanding that

if after smoking ten, you are not pleased with them, you may return the remaining ninety at our expense

Isn't that a fair proposition? You can't lose anything while we stand to lose the expense both ways, and the ten cigars which you smoke

Don't send any money, but give us a chance to prove every statement we have made—at our own expense!

Fill out the enclosed blank for fifty of each size and mail it to us.

To-day right now!

Very truly yours,

TRADE-INCREASING LETTER TO CUSTOMERS.

Here the head of the concern comes right out frankly and asks the customer why he doesn't do more trading with this firm. The letter is a good example of how straight-forwardness may be used and yet not overdone.

Dear Sir,

I've often wondered why you've only favoured us semi-occasionally, with an order. Thought I'd frankly write you to-day and find out.

Of course, I deeply appreciate every rupee's worth you ever bought here. It's simple human nature for a fellow to want all the business he can get.

You have doubtless found our merchandise and service satisfactory. Isn't that so? I ask this for a very special reason. If everything isn't right—if there is even the slightest cause for dissatisfaction on your

part—I will consider it a great personal favour if you will promptly let me know just what it is

And above all things, don't overlook our double discount of 5 per cent additional if the cash cometh also

It's a money saving thought It's a thing to *act on* whenever you have a need in our line Won't you bear it in mind?

Cordially yours,

BUYING DIRECT IS A BETTER HABIT.

A very interesting letter to physicians offering big savings, better service and fresher goods by dealing direct with this pharmaceutical order house.

PUT THE MIDDLEMAN'S MONEY IN YOUR OWN POCKET!

Dear Doctor,

Why keep on giving money to the middlemen? The pharmaceutical wholesaler and jobber have cheerfully cashed in on you these many years Why not have done with them here and now? We're going to help you do it

We manufacture everything you need, right in our own factory By selling you direct, we save you 25 per cent. to 40 per cent Also 5 per cent. minimum on orders sent by mail And we pay freight on Rs 15 or over This means 5 per cent. more

Yesterday died last night We change our habits We take on better ones Buying direct of the makers *is a better habit for you* Less cost, less trouble—more satisfaction And you get better, newer, fresher goods

Quit getting your supplies the old way You've
found a new and better one

Start it now!

Sincerely yours,

REMEDY FOR LIVER, STOMACH AND BOWEL TROUBLES.

Here the reader is promised ready
relief through a pleasant, pure, whole-
some vegetable compound. This letter
creates business for the dealer.

Dear Friend,

We call you "friend" You know a great philoso-
pher said "To have friends, you must be one" So,
we'll prove we can be your friend

You need not suffer with liver, stomach, or bowel
trouble a day longer It's absolutely unnecessary It's
merciless

Neither need you take violent drugs. Drugs that
rend your system Drugs that do you more harm than
good There's an easier, better, simpler, surer way

A deliciously flavoured, pleasant, pure and absolutely
wholesome vegetable compound for your trouble, is our
friendship's offering to you to-day This safe, sane and
effective remedy is Laha's Liver Tonic Its work seems
almost magical

Your indigestion or biliousness or constipation or
loss of appetite, or dull, sluggish, tired feelings will be
absolutely forgotten Laha's Tonic is also taken
to prevent malaria, jaundice, typhoid and everything
brought on by stagnant liver, stomach and bowels

You were born healthy You've a right to
be healthy You can be! Laha's Tonic works with

nature Nature sometimes needs a boost when you've unknowingly blocked it

A rupee bottle of Laha's Tonic starts you on the road to a happy change. The old time zest in life, that keen appetite, that buoyant, bounding energy and sound, sweet sleep at night will soon be yours once more. You won't let a rupee stand between you and all this—certainly not!

The Central Drug Store has a package ready for you. Go and get it now. Don't wait, don't suffer, don't keep on taking the wrong stuff—the road to rosy health lies before you.

Yours for quick results

ADJUSTABLE BED REST FOR INJURED

Here is a thirty-day free trial offer as a sincere inducement for trial of a humanitarian device to be used in painful accident cases.

INVESTIGATE—BY ALL MEANS

Dear Doctor,

Knowing it will quickly commend itself to you as a positive blessing to patient, physician and nurse alike, we are very anxious to despatch you our Sick Bed Rest for immediate trial.

Readily adjustable to any bed, it is the most ingenious of latter-day sick room devices.

You'd find its uses and benefits surprisingly many. It saves the patient, saves the nurse, saves the doctor.

Whether for chronic invalid or accident patient, the Sick Bed Rest does away with a world of suffering, inconvenience, trouble and time-loss.

Its humanitarian phases, in addition to its wonderful utility, flexibility, adaptability in handling the most serious cases, we are sure, would strongly appeal to you

The Bed Rest is rightly named. It brings to the sick room a helpful, restful, soothing influence, greatly reducing nervous strain on the patient and minimizing the work of the physician and nurse

Test it thirty days at our risk then return it at our expense if not supremely satisfactory

Just send the enclosed card to-day It doesn't oblige you in the least We are only glad to demonstrate thoroughly No harm done if you don't keep it!

May we hope you mail the card at once?

Yours very truly,

FOLLOW-UP LETTER ON THE BED REST.

This device is a relief to the patient, a credit to the doctor, a help to the nurse. The thirty-day return privilege puts the proof up to the article itself.

Dear Doctor,

We've brought down to a simple, painless science the handling of fractures of every kind, the moving of paralytics and helpless patients generally That's why the Sick Bed Rest materially lessens your anxiety over the progress of that character

This new appliance, besides handling and lifting patients without the least discomfort, makes changing of bedding, or the use of bed pan, a quick, non-troublesome operation both for the nurse and her charge

The Sick Bed Rest has the warm, willing endorsement of every physician, patient and nurse, wherever

used. All are highly enthusiastic over its smooth operation and the grateful ease it affords the patients.

No slipping, no jolting, no shocks—absolutely painless lifting and lowering, with the individual scarcely realizing he is being moved. The Bed Rest is quickly adjustable to any bed rail by a patient clamp and easily adapted to any width or length of bed.

It is a relief to the patient, a credit to the doctor, a help to the nurse.

Strictly at our own risk we want you to try it.

The card enclosed entitles you to our offer of thirty-day return privilege.

Kindly mail it to us to-night, so that we may ship without delay. We are positive you will be strongly in favour of the appliance within twenty-four hours after its being put to use.

Feeling that you will find it wise—to avail yourself of our offer in to-night's mail, we are,

Yours very truly,

A TYRE LETTER ANNOUNCING NEW LINE.

This dealer offers a special discount on standard make to introduce his goods. It is a letter that tells the facts, yet uses words sparingly.

Dear Sir,

Good news!

We have just taken over the wholesale and retail agency for the Mars Warranted Tyre. We propose to make a big showing in the introduction of them. There is but one way to this—and,

More good news!

We will offer a liberal price reduction for two weeks on this high quality tyre, so that motorists will be interested in giving it a trial immediately

Every purchaser of this tyre gets a written guarantee of 6 000 miles. It has many solid qualities of endurance that substantiate every test given it by motorists. Combed sea island fabrics of highest grade go into the Mars carcass. Only the best, pure new live rubber is used in the trade. Skilled workmen make the Mars Tyre by hand. It is vulcanized slowly. Rigidly inspected thoroughly tested.

To induce you to try this tyre at once our offer is —We will allow you a 20 per cent discount on all Mars Tyres bought before May 10th.

We hope you will promptly take advantage of this unusual offer. Rarely, if ever, is a tyre of Mars quality offered at so liberal discount.

This tyre will prove a big money saver for you. Better get in your order right now—this big discount is positively off on May 10th. Yours very truly,

OFFERING A DISCOUNT AND FREE TRIAL.

A good mail salesman is careful to show he understands what his prospect particularly wants. By this method the writer wins sympathetic attention. The special offer and personal tone in this letter are spurs to immediate action.

My dear Doctor,

Will you kindly fill out and send me personally, the enclosed mailing card, after selecting the style of self

filling fountain pen you like? You are making no purchase and in no way obligating yourself. You are simply invited by me to try this paragon of perfection in fountain pens. I am anxious to have you do so whether you need a pen or not.

If it isn't positively the most satisfactory, convenient, clearly and constantly ready-to-write fountain pen you ever used, you can return it without comment. If after ten-day's use it endears itself to you, I shall indeed be glad to have you keep it, deducting a discount of 25 per cent from the enclosed illustrated list, and remitting the low net price.

I repeat that in mailing this card to-day, you are making no purchase and in no way obligating yourself. I am quite sure, however, that you will not be willing to part with this remarkable fountain pen after you have tried it. Of all those you have seen advertised or tried, the CRITERION is positively the last word in successful fountain pens.

It is really cured of all the bad habits of other kinds

It writes the moment it touches the paper—no downward ink or get ready motion is necessary. It is temper proof. No other self filling pen can be filled or cleaned with the perfect ease, swiftness and safety from ink soiled fingers, desk or clothes. *Clearing* the CRITERION simply consists of the same *instantaneous* operation as filling, only you use water.

I feel, Doctor, that one of these pens will be a source of constant, genuine satisfaction to you, and would ask that in filling out this card you state whether you prefer a fine, medium, or coarse pen point. After

you find it an absolute innovation in non-troublesome fountain pens I am going to ask you to accept with our compliments in addition to the 25 per cent. discount a clip-clap pocket retainer to be attached to the pen, which is a very useful little safety device

So many members of the medical profession are now using CRITERION because of their freedom from fountain-pen faults, that I am almost positive you will be just as highly gratified after a few days' trial

May I hope, Doctor, that you will make a selection and mail us this card to-day?

Sincerely yours

THE FOLLOW UP POLICY

Here is a series of letters showing
how follow-ups need not be pestering

Dear Sir,

May we ask how you liked the Morning Sun cigarette?

Is not it a refresher?

Something nice.

Something different.

And only Rs. ——— per 100 in a nice tin.

Yours truly,

Dear Sir

This is just a reminder that our best services are always at your disposal.

And, if you had now had an opportunity of testing these sample cigarettes of combined variety of Trichinopoly and Monghyr blended into the finest quality of

India made articles, your opinion of them will be greatly appreciated

You will remember we sent you samples of the cigarettes at Rs 1/ per tin of fifty

It is our most earnest desire to give you entire satisfaction, and as the cigarettes were not to your liking we are, naturally, doubly anxious to hear whether one of the above brand suited you to nicety,

Yours very truly,

ELIMINATING LETTERS

When regular follow-ups fail to elicit answers, it is advisable to break through a regular schedule of follow-ups. Here is a very personal communication intended to bring a reply.

Dear Sir,

About a month ago I sent the enclosed to you as one of a select list of _____ in Bombay

It missed!

Either it went in the W. P. B. straightway _____ or Present service was so satisfactory that no change was desired.

There was no job at the moment to quote on _____ or I struck a wrong note somewhere

You know more than I do. Do me a favour—tell me why it missed.

Yours very faithfully,

Dear Sir,

May I ask you a personal favour?

It is evident to me that there is some big doubt or difficulty in your mind, but I do not know just what it is.

Will you in confidence, tell me?

If I then find I can see a way of helping you over your difficulty, I will of course do so. But if there is no way over or around it, I will be perfectly frank with you.

Yours etc

PROVING THAT A GOOD AUDIT IS A VALUABLE ASSET.

Here the value of an audit is well expounded. The idea of its effect upon the firm's standing and general credit is one that will strike deep with the thoughtful business man. It is a vital point, well included in any accounting letter.

Dear Sir,

A good audit is eloquent evidence of your firm's growth. It speaks of your progressive spirit, your modernism. It means you are down-to-now in thought and action. It has a good effect upon everyone with whom you deal. Banks and business houses promptly concluded that you are successful and proud of condition of your business. They like to deal with a firm like this—they extend credit generously and gladly.

In addition to the above advantages, a good audit also gives you better and bigger ideas about the possibilities of your business. Furthermore, it puts you on your guard against mistakes of the past.

Our auditing service differs from the ordinary—we have a specialist for every branch of this work. He knows that one branch well. He does nothing else. When we undertake your work, this group of specialists concentrates on your Accounting system, thoroughly analyses it, and brings to bear all of its expert knowledge.

Your tax problems alone, properly analysed, will mean a much bigger saving than you thought possible. Our attorney has had long and valued experience in this particular work, and you get the full advantage of his services without additional charge.

It does not oblige you to have one of our representatives' call. His suggestions may prove the desirability of having an audit made or a new Accounting system installed. Write us to-day, stating just when you want to see him. Your letter will be productive of many benefits—and they will be immediate.

Yours very truly,

APPLYING FOR A POSITION AS SALESMAN.

Here is a straight-out, manly talk that proves the applicant has a knowledge of the correct principles of salesmanship. Confidence is a salesman's highest asset.

Dear Sir,

Will you let me come to your office and sell myself to you, thereby proving I can sell your merchandise?

I have just read your advertisement. It is just the opportunity I've been looking for.

Have had ample experience selling a line similar to yours, and can bring letters that will show a clean and successful sales record.

You want a man who knows the goods and the trade.

You want a producer who has ambition aggressive ness—and never puts off till to-morrow the sale he can make to-day

I can measure up
When can I call?

Yours respectfully

COLLECTOR ASSERTS HIS ABILITY TO GET RESULTS

This is a letter that breathes energy and activity. If the reader has had previous disagreeable experiences with collectors, he is urged to hold himself open to conviction and give the writer an opportunity to prove his ability.

FOUND! A COLLECTOR WHO CAN!

Dear Sir,

I can collect every rupee due to you. Every rupee!

This is a broad statement. But I'm here to prove it at my own risk.

No matter whether you or somebody else failed to get it, nor how sceptical you are about collectors, nor how dubious of the writer's ability—yet the fact remains that you've found the collector who can—

Who can get your money for you.

Let's not waste time corresponding. Action beats utterance.

Fill out the enclosed claim blank right away and send it in. Put us to test, at once. Make us prove, at our own risk—not yours.

President Wilson said “No man’s too great to change his mind—in fact, he proves his greatness when he does change his mind.” If you’ve had an unfavourable experience with collection agencies and thought they were all alike, change your mind right now, and be open to conviction.

Act immediately

Yours for surprising results,

ARGUING VALUE OF ADVERTISING SERVICE.

Not the price but what the literature accomplishes is to be considered, the writer urges. To make his ideas saleable additional suggestions are offered.

Dear Mr. Harmon,

This answers your good letter of the twentieth

With advertising literature, it’s not what you pay, it is what you get for what you pay

“You never paid such prices for letters” That’s a pretty good sign you’ve a genuine surprise in store for you as to what a letter can do!

Your mailing campaign most likely needs a new analysis, so that the most attractive and forceful plan may be put into effect at once

All this you would find in the letter compositions we propose to furnish. You’d get back your initial expenditure a thousandfold

Furthermore, after you send us the details, we'll probably have suggestions about your stationery and printed matter which alone will be worth the price. We make no extra charge for this.

Outside of the mere fee involved, I should be most happy to help you get better returns on every rupee you spend for printing and postage.

Faithfully yours,

APPLYING FOR A POSITION AS ORGANISING EXECUTIVE.

Here is a good, frank, straight-forward statement of a man's capabilities, ideals and ambitions. It is unusually effective because of its brevity.

Dear Sir,

I want a man size job. I want a job with a lot of responsibility and hard work problems to fight, obstacles to overcome, where there are big stakes to win—and my rewards are proportionate to my effort.

I believe in what Edison said: "Success is 10 per cent. inspiration and 90 per cent. perspiration."

I've created, perfected, marketed products. I've organised and sold stock. I've made a market that called for increased facilities. The business I had, grew from a one-man affair to a three-quarter million-per year enterprise.

So, I know the ropes, obstacles, pitfalls. My experience and mistakes can profit me in some new opportunity where I may keep others from the same blunders. "Often failure is only opportunity yanking

us out of the wrong path" The College of Hard Knocks is mankind's greatest school.

My age? Forty.

Judgment? Mature.

Health? Good.

Record? Clean.

Experience? Broad.

Ambition? Endless.

What is your greatest business need? When can you and I talk it over?

Who knows? May be success waits 'round the corner for both of us! "

Yours sincerely,

SOLICITING AN ORDER TO WRITE BUSINESS LETTERS.

A daring argument advanced in an unusual manner, but commanding attention because it is direct and brief. *The reader's attention is cleverly called to an enclosed circular. He is urged to employ a writer whose material will bring results.*

Dear Sir,

You want your business letters to make busy men sit up and sign order blanks, or write cheque, send telegrams, ask prices or demand other information

"Yes?" Then—

No matter how busy you are, or how important your other mail that came with this—

Be careful! Don't miss reading the enclosed. You can't afford to take the responsibility.

And when you read it, bear this in mind The
greatest doctor rarely cures himself The wisest man
can't see his own faults So the keenest advertiser gets
the other fellow's ideas He doesn't fight conviction
he welcomes it

Two heads are better than one. Let's get
together to plan that new series of letters, that booklet to
the trade, that circular to the general public, that
magazine page

Let us send some one to see you We've none
less, soothing, satisfying representative—and he's
dying to come

Won't you name the day?

Yours very truly,

APPLICATION FOR A STENOGRAPHIC POSITION.

This letter, because of its terse,
direct sentences, convinces the em-
ployer of the applicant's intelligence,
good taste, judgment, and knowledge
of the correct principles of letter
writing, which are priceless qualifica-
tions for any stenographer or secre-
tary.

Dear Sir,

I have read your advertisement very carefully.
By its wording and tone, I judge you want a steno-
grapher who

- takes dictation rapidly
- gets it down accurately
- transcribes it correctly

- spells and punctuates properly
- is neat in her typing
- arranges her letters effectively
- reads her letters for errors
- puts them on your desk in neat, accurate, perfect shape
- is punctual, pains-taking and business-like
- remembers what you tell her and relieves you of every detail she can.

I have had the right training and am confident I can fulfil the above requirements to the letter

My address is given above should you want me to call for an interview

Respectfully yours,

APPLYING FOR A POSITION AS CORRESPONDENT

This letter talks straight from the shoulder and is a splendid example of the kind of a letter the applicant can write. Few business men would hesitate to give the writer a hearing.

Dear Sir,

Your advertisement for a correspondent attracted me because I have had unusual experience in this work and believe I can fulfil your requirements to the letter

You, of course, want your routine correspondence and sales letter written in forceful, clean cut style that gets results

You want them to bring more inquiries, orders or remittances

You don't want them wordy or ambiguous

You don't want them poorly phrased, or illiterate, with improper spelling or incorrect punctuation.

You want them to be direct and to the point—to get your story across—to make up the other man's mind—to bring back something.

I feel that I know my work, and, what is more like to write letters better than any thing else in the world. "Art" said Robert Louis Stevenson, "is man's joy in his work."

We can discuss the salary after I know your requirements more fully. I am awaiting for that call.

Yours earnestly,

ORIGINAL DESIGN & FINE CRAFTSMANSHIP.

Clean-cut apparel appeals to the live man who wants to look successful. The writer here lays stress on an unusual departure in men's attire, approved by men of modern ideas.

Dear Sir,

Pardon me! I don't want to bother you.

But I'm more than anxious to show you the stunning new clothes about which we recently wrote you.

They made an Instantaneous Hit. Dozens of men, who like the clothes you like, have been converted to the sanely artistic ideas of this original designer, who has dared to cast precedent aside and do things differently.

His clothes breathe smartness—*Success!*

By all means come and see these clean-cut, common garments, as well as our faultless autumn models, which this year are really a trifle topnier than anything their talented craftsmen have ever turned out.

I'm going to expect you within a day or two
You'll be very glad you made the little visit

Cordially yours,

GETTING IN TOUCH WITH A NEW CUSTOMER

A good general selling talk that arouses the prospect's interest and implants a certain confidence. The closing line is especially effective.

Dear Madam,

To-day we write you, because we feel this is really your store. We run it, but every customer owns a heart interest in it.

In buying our merchandise, we have a fixed policy—not to experiment with goods of unknown quality. It is our duty to protect you against the doubtful kind. We do! Some merchants "take a chance" on goods they make a larger profit on. But this store's buying methods are founded upon the principle of making staunch friends through sterling merchandise.

We do not rely too much on the advice of travelling salesmen, as many do. We make our own investigation and comparative tests. We must know the goods before we take the responsibility of recommending them to you.

So, in this store you buy with a sense of security that is born of solid confidence. Your patronage will be warmly appreciated by us, not in words, but in deeds—in giving you *bigger values, better service, more satisfaction*.

We will be happy to have you come in at any time. Whether you buy or not, visit us often. Frequent visits

help you to keep posted on fresh arrivals, late styles, attractive novelties, special values.

Remember, this is your store—don't neglect "your own."
Cordially yours,

WINNING BACK A NEGLIGENT CUSTOMER.

This letter can be used to bring back trade that is perhaps straying in other directions. It has a good earnest tone without being too urgent.

Dear Madam,

Human nature is pretty much the same the world over. No one likes to be forgotten.

Somehow, here of late we feel as though this *store* must have slipped your memory. We notice you've been coming in very seldom. Naturally, our curiosity is aroused. We wonder what can be keeping you away.

Most of our patrons seem enthusiastic over our service and merchandise, and because we do not often lose a good customer, we felt impelled to address this letter to you to-day.

We hardly believe that your infrequent visits could be due to any dissatisfaction on your part. If anything had occurred to cause you displeasure or inconvenience, we feel sure you would have given us the opportunity to make it right. If there should be any such reason, won't you call promptly and tell us what it is?

The management of this store has always felt it a very special privilege to place its merchandise and service at your disposal. Happily, we enjoy the patronage and

confidence of the best people in this community, hence our earnest desire to have you increase your trade at this store. We will spare no pains to prove to you that your custom is sincerely appreciated.

We cordially invite you to renew your habit of visiting here, and assure you we will do all in our power to make you feel doubly welcome. Why not come and see us within the next few days? It would be a special pleasure to know this letter had accomplished its mission.

We are expecting you

Yours very truly,

SOLICITING PUPILS FOR A BUSINESS COLLEGE.

Here an earnest appeal is made to the student's desire for progress in business life. The letter explains how the training lays a secure foundation for greater opportunities.

Dear Sir,

There are two kinds of people—those who are always getting ready to do something, and those who go ahead and do it.

You want to be the man who goes ahead and does it. You want to be numbered among the successful ones who did things instead of dreaming them.

Right now the Mason Business College can thoroughly equip you with the *know-how* that will carry forward, surely and swiftly. Right now this school can give you that better, broader training that leads straight to a big salary and a responsible position. Right now

the "college with a record of promises fulfilled" can make you a failure-proof man sure of himself, firm in his knowledge of what he can do absolutely certain of success.

The reason this school has produced so many efficient young men is that it is more than a mere "business college." We teach business conduct as well as the conduct of business-principles. These things are as deeply important to the student as the technical knowledge we instil. You can never go wrong in business with the right business standards.

To be trained is to be necessary. To be untrained is to be unnecessary. Make the world need you and you'll never be missed in the world. Come to Mason College and capitalise your intelligence at the highest possible value. The training will pay you big dividends all your life.

Mason Business College is the haven of high efficiency people to which hundreds of employers turn when they've a job worth while for a man worth while. So when you come to Mason College you'll have a chance to seize the opportunity after preparing for it. Your Mason training is the passport that opens the door of every business office where real ability is in demand.

I want to know you and want you to know me. I want to know your hopes and ambitions. When you get this letter, whether you intend to come to Mason or not, I want you to sit right down and write me fully about your plans and prospects, just as though you were talking to your own father. I feel that you will never be sorry you did. That letter you write me might change

the course of your whole life—who knows? *Why not write to-day? To-day's better than to-morrow To day always is*

Sincerely yours,

A BOOK THAT BUILDS NEW BACKBONES

The reader is made to feel that this book holds success secrets that have long eluded him. The personal rewards assured to the purchaser are strongly emphasised.

Dear Sir,

I've a little book that means worlds to you. It means more, much more, than you ever dreamed a little book could. It has within its pages the most startling and practical prescription for success ever written down by the hand of man.

This small volume has actually—changed the course of men's lives. And you can read it in an hour! That one short hour will mean more to you than any year of your life thus far. Please don't think I'm exaggerating just to interest you. I'm telling the plain unvarnished truth.

Now, because of its almost unbelievable influence upon the life of every man who reads it—its magical effect upon his immediate prospects and plans—it is called

' "The Miracle Story."

Let me sincerely say that every day you delay reading it you are heedlessly passing by something you've

probably sought for years—sought, longed for, envied and admired in others—something that would give you the gift of getability—that power of accomplishment, of cashing in on your abilities, of governing yourself and the other man of turning dreams into realities, of changing *hope* to *have*, *may be* to *must*, and *uncertainty* or *fear* into *vigorous, unafraid successful action* !

“The Miracle Story” really tells you in clear, heart-to-heart style things that drive the big thought home. I know you’ll be profoundly glad I wrote you, glad you “listened” to me and sent for this book, grateful that you drank in its every word and made it a new part of you. It will give you fresh strength, firmer purpose for all the things of life—new real vigour of mind and spirit, a surer, more buoyant belief in yourself that will stay with you for ever.

The book costs \$2. It’s worth \$200,000. By the way—pretty expensive, that \$2 for one hour—but

Get this well in your mind

It might be a blamed sight more expensive not to read it. Not to read it may cost you many thousands. Think it over. I’ll be \$2 richer if you write to-day and put that amount in the envelope, but at the end of a year you’ll look back and say that \$2 was the most multiplying money you ever spent. For “The Miracle Story” is a magic book that builds new back bones and bigger bank accounts. It will pay huge dividends to you and you alone.

Send for it—*send to-day*

Yours sincerely,

INTIMATING SPECIAL ISSUE OF A MAGAZINE

The following letter combines solicitation for subscription and advertisement for a special issue

Dear Sir,

Unemployment staring in the face—that is the problem now agitating the mind of the educated classes in our country

Yet many avenues of employment, hundreds of works are left unattended in the country. These await our energy and attention for development

The September number of **INDUSTRY** will deal with several such problems—this will be the **SMALL INDUSTRIES SPECIAL NUMBER**—unique in contents and circulation. The price will be As 8 only unless you register yourself for free sample by 20th September

Huge number of applicants are being registered now and several thousand extra copies are being printed for broadcasting;—this is at a time when the country is looking forward for increased business everywhere

You are certainly feeling that business must be welcomed during the blooming season, you cannot allow it to walk out by ill treatment.

Your business to be successful demands wide publicity—the best publicity that can be made amongst the largest buyers

You can put your story through **INDUSTRY** to the best buyers among its most progressive readers. And the added circulation of the September issue amongst a special class of business people will certainly prove of

greater benefit. We are closing forms on 20th September

In the meanwhile we are at your service

Yours for Progressive Business.

SEEKING RENEWAL OF MAGAZINE SUBSCRIPTION.

A letter vividly depicting the reader's loss should he fail to renew his subscription. The many attractive features are again well presented.

Dear Mr. Mason,

A brilliant new programme for big surprises in 1935 'Printing Helps' and "Artistic Typography!" And this is to warn you that your subscriptions are just expiring—and you mustn't let them.

You'd be missing the treat of your life. For the publishers of 'Printing Helps' and "Artistic Typography" have a whole flock of fresh innovations up their sleeves, things with the thrill of unexpectedness in them, stunts in type-craft and skits in colour, photo-engraving, electro-typing and lithography, that will add a keen new zest and buoyant relish to your appreciation of these well come monthly visitors

Each of these splendid magazines will carry broader inspiration and bigger helpfulness with every succeeding issue in 1935

Don't ever think of missing a single number! They represent a moving picture show of myriad smart suggestions to the fellow who must keep down to-now in his line of work.

Don't short-circuit this line of live vibrations. Let them keep coming. You might afford to do without other periodicals you're taking, but not these, *not these*. Now a-days, when every branch of endeavour is crowded to-the guards with competition, a fellow needs all the ideas he can get hold of.

And just let this little tip seep into your system like air. You are going to get a grander value for your money this year—a more magnificent feat of good things than ever you fed your observing mind.

Another thing! You might prefer to renew for "Printing Helps" alone, if so, send me Rs 6. Or, if you want simply "Artistic Typography," that would be Rs 3.

But the two together are what you shouldn't be without. The price is a pittance compared to their profit possibilities to you. Agreed? Then let's reach for the cheque book and have it over with. Dip your pen in the ink of wisdom and make that remittance.

Yours sincerely,

OFFERING DEALER EXCLUSIVE AGENCY IN RAINCOATS.

Here is a letter written in true circus style, but the users of it wanted this kind of a letter and none other. It did the business.

Gentlemen,

Excuse us, but we're all excited, effervescent, & exultant! Raincoat orders are pouring in torrents. Our

merchant friends are reaping a ripe, rich harvest of profits, and the only cloud over our happiness is that your order is not here

Don't pike, pause, ponder or procrastinate Plunge right into this rip-roaring riot of raincoat reduction Right now a bigger profit opportunity is tapping on your door with a hammer of pure gold.

Get in! Get in this glorious gold gathering raincoat game with head, heart and hand—and you'll soon have enough extra profits to buy that big new touring car

Everybody's selling our raincoats. You could sell them and make 100 per cent. Still suffer profits on our better lines.

And the moment you buy of us, we flatly refuse to sell your competitors. This means you can back them all clean off the board with your lower prices—if you act now.

Make up your mind this very minute to do the whopping-big raincoat business of your locality, and get that order of yours right off! You want to pile up your profits before the other fellow gets started, so remember 'Thrice armed is he who hath his quarrel just,' but 'four times he who gets his blow in fust'

Get your blow in fust!

We don't want money in advance. Terms 2 per cent., 10 days, or net 30 days, and you're welcome to shoot the goods right back at our expense if it isn't the pic and span, snappy, swift selling stuff we say it is!

Come on with what order and you'll have a record smashing, rush business in raincoats. Get it going. Write or wire—quick!

Yours for more money merchandise.

SENDING CATALOGUE OF INFANTS' WEAR.

This letter is adapted to strictly mail-order merchandise. It takes the place of the travelling salesman, making the selling talk almost as effectively as he would do in person. It emphasizes the economy of buying from a firm with small expense and reliable business policy.

Dear Sir,

The enclosed catalogue is for your careful consideration. It will save you a lot of money. It is practically our travelling salesman. Every number of it is worth while.

We sell infants' bonnets direct to you by mail, and allow you the 10 per cent Jobber's discount to add to your profits.

We employ no travelling men. No big salaries to pay and no large expense accounts to add to our selling cost. All this is to your advantage.

So every article in the enclosed is distinctly a big value—an extraordinary offering and one you simply cannot afford to overlook.

Not only can we give you the utmost values for your money, but each and every number we manufacture is a desirable one, a live one—a style that will find ready buyers.

Our bonnets are well made by the most approved methods. We take a genuine pride in the workmanship, fit, finish and fashion of every article turned out.

Our *service* is fully up to the standard of our *products*. This means painstaking scrupulous care in filling your orders. It also means prompt delivery—no excuses or delay. We make all shipments on the dot. It also means we are always willing and anxious to accommodate you in any way that will be to your advantage or profit.

Such is our business policy. It is founded upon integrity, square dealing and clean methods.

Make up your order right away. Don't wait. Go through the catalogue carefully from beginning to end. Now is the time to get the bonnets you want at the lowest prices, good ones can be sold for—and you get 10 per cent. Jobbers' discount into the bargain.

Don't lay aside our catalogue. To-day is the time to take advantage of the offering therein, and once you order direct, you will always do so.

Hoping to book your kind order by return mail we are
Yours for satisfaction,

AN ACCOUNT ONCE BEGUN KEEPS GROWING.

Here is another good savings talk that can be used for general solicitation. The proposal of a test is good psychology—sure to prove productive.

Dear Sir,

This bank welcomes you as a saving depositor.

It believes you will feel better, fare better, sleep more soundly and enjoy life more deeply through the

satisfaction of having a snug savings account here—an account you began perhaps in an indifferent way, but which grew and grew until you began to take a real interest in it and found real pleasure in adding a nice deposit at every opportunity

Many savings accounts are begun in a half hearted sort of way. People often start them "just for fun." They somehow feel as though they need to save but cannot save. Yet once they've begun and the account begins to grow, it is a source of great comfort and satisfaction.

We urge you to try the plan of opening a small account. After you've deposited even a few rupees, see if the impulse doesn't come to you very soon to make another deposit. Then another and another—and thus you keep on, happily adding to your growing capital.

This habit of saving is simply a natural human trait that leans toward self-advancement. The man or woman with a savings account has a sense of security with a feeling of independence that in themselves are worth a great deal.

A savings account, too, puts more pep and purpose into his or her daily life.

You find, as many others have found, that the road to independence is by way of the Receiving Teller's window!

Do not hesitate, do not wait, do not argue with yourself—just begin.

We're waiting to welcome you—come in right away and get started.

Sincerely yours,

DESTITUTE HOME SEEKING HELP.

Destitute Home in seeking help from the public describes, in brief outlines, its work and shows what it expects to do for the destitute.

Dear Sir,

Will you help us to bring sunshine into the lives of the destitute and forlorn people of our land?

A glance at the illustration in the enclosed will show you what is being accomplished.

95,775 children have been lifted out of the shadow into the sun 7,308 are now being supported and trained 5 are admitted daily

The Charter of these National Homes is "No destitute child ever refused admission" There is no red tape no votes are required, there is no waiting list—the need of the child is the only consideration.

Many of these children come from the gloom of the slums. We give them a new environment, build up healthy bodies and minds, train them and place them out in the Motherland and in the Dominions as healthy, honest and God fearing citizens. It is a good investment, for the children are the Nation's and indeed the Empire's greatest asset

Become partners in this work with us, and help to keep the Sunshine Gate swinging. Perhaps you can oil the hinges, or give the Gate a push, wide enough to admit one child into the Homes

A slum life or a sunshine life Which shall it be?

I know what your answer will be, and I know you
will send a Christmas gift to help the little ones

"I was a stranger and ye took Me in."

Yours faithfully,

START WITH A RESULT.

This letter gives in brevity description of goods, sources of goods and what is more necessary, use of goods which are ordinarily the most necessary points in drawing attention.

Gentlemen,

Quick work—1,000 checks a minute

Accurate work—every perforation clean and clear
through the paper

Dependable work—no breakdowns or delays in
operation

Long service—your perforating needs solved for 30
years to come

These are the four reasons that explain why the
American Cancellor has already been installed in many
large banks

They are also the reasons why this new machine in
your bank will reduce labour costs and eliminate entirely
any upsets in routine, or annoyance due to the need of
repairs on your present equipment

Note on the little folder enclosed the various points
that make the American unquestionably the most efficient
present check-cancelling equipment.

A liberal exchange allowance will be made on your
present check-cancelling equipment

Use the card for full information—price and exchange allowance

OFFERING REDUCTION OF PREMIUM FOR A CORRESPONDENCE COURSE.

This letter from the file of a leading Director of Physical Education in America presents reduction of charges which is likely to stir up a vacillating enquirer into immediate action.

DEAR FRIEND,

Gong to make you a present of \$17 00 cold cash!

All I want you to do is to fill out the questions on the other side and mail to me. I want to prove to you what a wonderful muscle building course I have. If you will faithfully follow my instructions for a few months, you will not only have a splendid development and excellent strength, but you will be filled to the brim with pep and energy that only a real well trained athlete knows. You will just thrill with vitality. You just have to get strong—that is all there is to it.

If I could meet you face to face, I know I could convince you in a few minutes, and you would be so impressed that your desire for a better body would be greater than ever.

As a matter of good faith on your part, when you fill out the questions on the other side, simply enclose \$17—one half the price of my course—and then you may keep the other \$17 for yourself.

Most times when prices are cut, something is taken away from the original. I can assure you this offer is

different You will receive the same instructions, the same undivided personal attention and the same progressive exercises, as if you paid me \$34 00 in full

The only thing I insist upon is that you take advantage of this offer and enroll with me on or before *Monday, October 10th* for after that date this opportunity closes and all money received will positively be returned Your letter must bear postmark of that date or previous to that date

Come on then, let's get started for time is flying and each day counts!

To-day is your birthday—to-day begins a new life Let us make the most of it

Do not Wait Until the Last day before Enrolling Obey that impulse Do not lay this letter aside but sit down now while you are reading it and fill out the questions below and become my pupil at once

I await to become your teacher Command me!

Yours for success and development

P S In case of delay in mails I will accept your enrollment if mailed within one week from date of receipt of this letter

INDUCING A STUDENT TO ENROLL

The follow up is remarkable for its optimistic tone and mentions vividly the advantages the enquirer derives from enrollment

DEAR FRIEND

I feel glad that you are going to become my pupil for it means another strong man and booster added to my vast army of athletes

I know you will enjoy every lesson I'll outline for you and I am sure you will find our entire correspondence will be a very pleasant one. I hope you will firmly stick to your resolution and not postpone your enrollment, for you know time flies and each day under my guidance counts.

You can depend on me treating you fair and square in every respect throughout your entire course and ever afterwards, for remember, once you enroll with me you are my pupil for life. You are welcome to write me as often as you wish on any problem pertaining to physical culture and you will always find me glad and willing to answer all your letters.

With best wishes, I am

Yours for success and development,

FREE GIFT OF A SOUVENIR

This circular letter issued by a business magazine admirably introduces a helpful souvenir not too costly to be given away free to subscribers of the magazine.

DEAR SIR,

Is it not a fact that your biggest problem as regards your personal work is this—to free yourself from the countless details that crowd your day and prevent your concentrating on important affairs—to relieve your mind of the worry of remembering the many petty but necessary things that must be attended to—and yet be sure that *they will all be remembered and got done?*

We have solved this problem for you. You can now free yourself of these details and memory worries.

For *System's Pocket Secretary* will do this for you as perfectly as a mechanical Device can—and serve you in many other ways every hour of the day

This supremely useful Device comes to you *Absolutely Free*—with your subscription to *System* the pre-eminent Magazine of Business that brings you every month the actual methods and policies that progressive firms are using to overcome the slump and maintain their profits—the latest schemes for increasing turnover and getting more orders, best ways to cut costs and expenses new selling and advertising plans, office short cuts and time saving ideas. *System* will prove worth many times its small cost of 20/ a year and with it you get the *Pocket Secretary Free*

And you take no risk—because I want to make this offer as fair as it can be here is my guarantee your money promptly refunded if after examination you want to return the *Pocket Secretary* and *SYSTEM* as unsatisfactory. With this guarantee will you post the slip now?

Yours faithfully,